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20 CENTS

DECEMBER 5, 1955

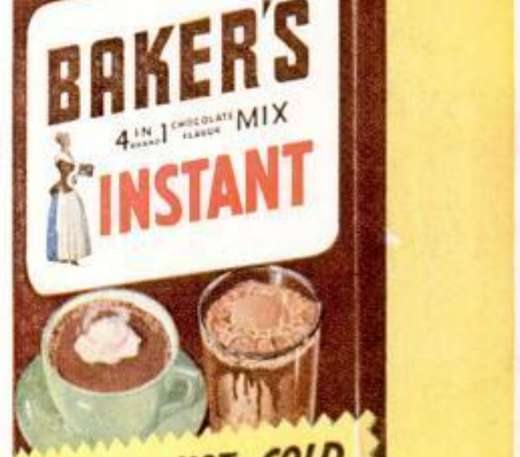
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brings you the POWER TIRES for the power cars, that give greater safety to your car, new or old



LIFE-SAVER® Tubeless Tires defy skids, stop you quicker on wet, icy or snowy roads

HAVE you ever slid helplessly into a dangerous intersection because your tires, like those on the car at left, didn't grip? For greater protection against skids, get B. F. Goodrich LIFE-SAVER Tubeless, the tires that stop you *quicker* (car at right) when a quick stop can save your life.

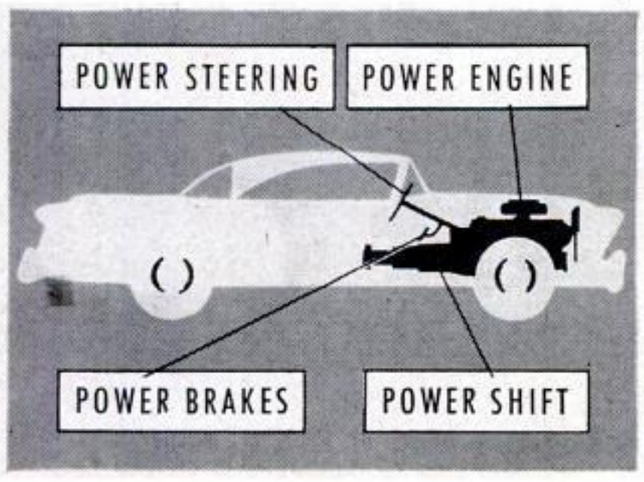
Thousands of tiny grip-blocks in the LIFE-SAVER Tubeless tread *flex*, *wipe away* slush and water, *hold* on the dried path where regular tires slide. LIFE-SAVER Tubeless grip the road with caterpillar action to stop your car when the brakes stop your wheels.

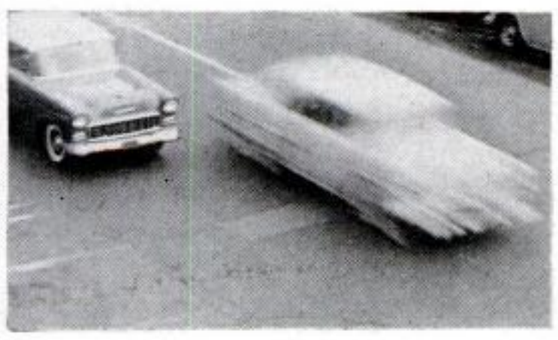
B. F. Goodrich LIFE-SAVER Tubeless also give patented year-round protection against bruise-blow-outs. Unlike regular tubeless, they seal punctures *permanently*, nail in or out. They're the Power Tires engineered to meet the demands of the power cars. You can get this extra safety for your present car *now*.

Find your B. F. Goodrich retailer listed in the Yellow Pages under "Tires". Many B. F. Goodrich retailers offer convenient terms. As little as $1.00 down puts a LIFE-SAVER Tubeless on your car. The B. F. Goodrich Company, Tire and Equipment Division, Akron, Ohio.

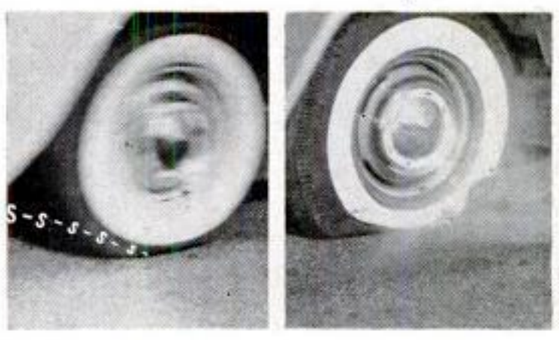


All this POWER here: ↓ needs B. F. Goodrich POWER Tubeless Tires to put it to work on the road:

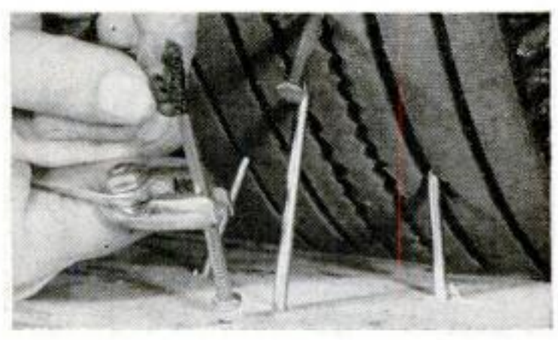




FOR POWER STARTS AND TURNS—*they take out the slip.* They give more *grip*, less slip on power-engine take-offs. On power-steered turns, B. F. Goodrich Power Tubeless are quieter. They're designed to resist side-skid.



FOR POWER GO—*they take out the bruise-blowout.* In B. F. Goodrich Power Tubeless. a patented inner liner, part of the tire itself, slows air loss by permitting only pinhole leaks. You get a safe s-s-slowout instead of a dangerous blowout.



FOR PUNCTURE PROTECTION—LIFE-SAVER Power Tubeless seal punctures *permanently*, nail in or out. Patented sealant gets an airtight grip on a puncturing nail. When the nail is pulled, this sealant plugs the hole, makes permanent repair.

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REG. U.S. PAT. OFF

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DEODAR CEDAR

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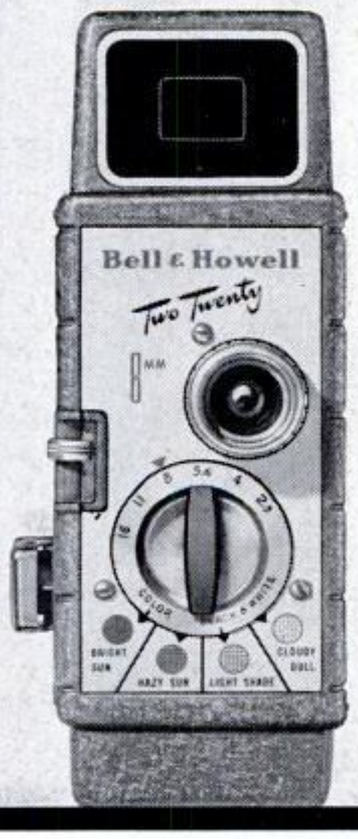
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4. WILSHIRE 8MM CAMERA, ONLY **$49.95;** MONTEREY MODEL, **$59.95.**



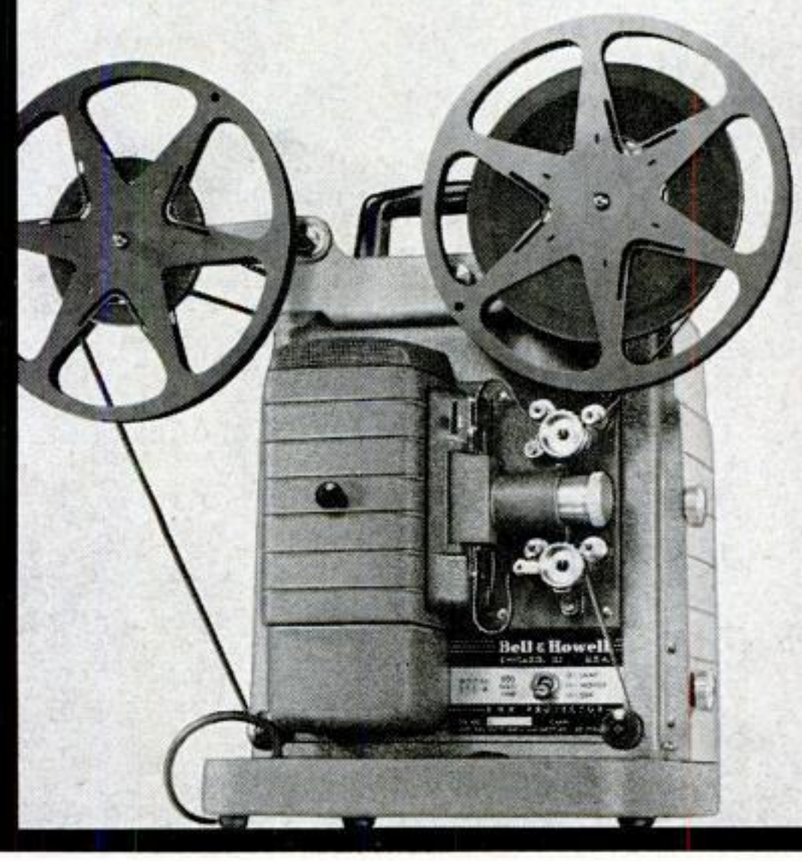
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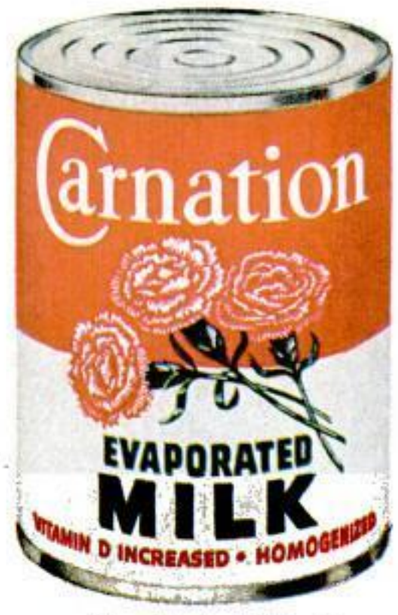
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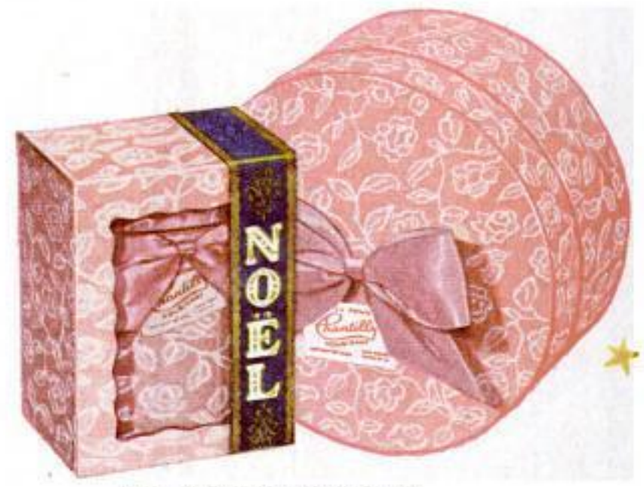
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$5.00

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PICTURE FROM THE PAST. In this early telephone office, the operators asked only for the name of the party being called. In those days, connections were made by name instead of by number.

Many, many years ago, all telephone calls were placed by name

Today it's faster to Call by Number

You save time on your calls to out-of-town family and friends when you give the operator the number of the telephone you are calling.

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Boston to Baltimore	85¢
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No home is a modern this new Electronic

Electronic thermostat outside your house obsoletes all other

COLD WAVE COMING! You know the pattern. A sharp weather change; a spell of cloud and booming wind. By nightfall, clearing skies, toppling temperatures. The cold settles down.

How are things at your house? If your heating plant's good and your wall thermostat's set at a cozy 72 degrees,you ought to be comfortable. But your feet feel as chilly as the floors and walls. It's drafty.

So you jiggle the thermostat—up to 74, 76, 78. Suddenly it's hot, stuffy. You turn the thermostat back, and the cycle starts all over. This temperature seesaw can affect not only comfort, but the health of your family as well.

What's happened? *Old-fashioned temperature control simply is not enough* to keep you ideally comfortable.

That's why you need new Honeywell Electronic Moduflow. Here's how it gives you comfort you've never known before. The Weathercaster (1) senses the outdoor temperature and tells the indoor Golden Circle Thermostat (2) when to raise or lower house temperature. The indoor thermostat then signals the Clock Control Center (3) to adjust your heating plant for just the right degree of comfort. All done with electronic speed and simplicity, and accurate to within a fraction of one degree!

Electronic Moduflow keeps you at the right temperature in summer, too, if you have central air conditioning.

It's easy to get Electronic Moduflow for your home

See your builder, heating dealer or architect. Average price of the system, installed, is $199.40. Works with any adequate central heating or cooling system. *For new homes*, Electronic Moduflow can be included in the financing. Or have it installed in your *present home* on an improvement loan.

Electronic Comfort home in Lexington, Mass. Price in Lexington: $21,500. Builder: DeVries Construction Co., Inc., Wakefield, Mass. Architect: John G. Danielson, Lexington. Electronic Moduflow installed by William F. Fitzmaurice, Arlington, Mass.

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home without Comfort Control

forms of temperature control

Actual size



1 Electronics. An electronic super-sensor—that's this new Outdoor Weathercaster, eight times more sensitive than ordinary thermostats. Of a new all-weather material, it's mounted *outside* your house. It adjusts indoor thermostat by telling it the outdoor temperature. System design consultant, Henry Dreyfuss.

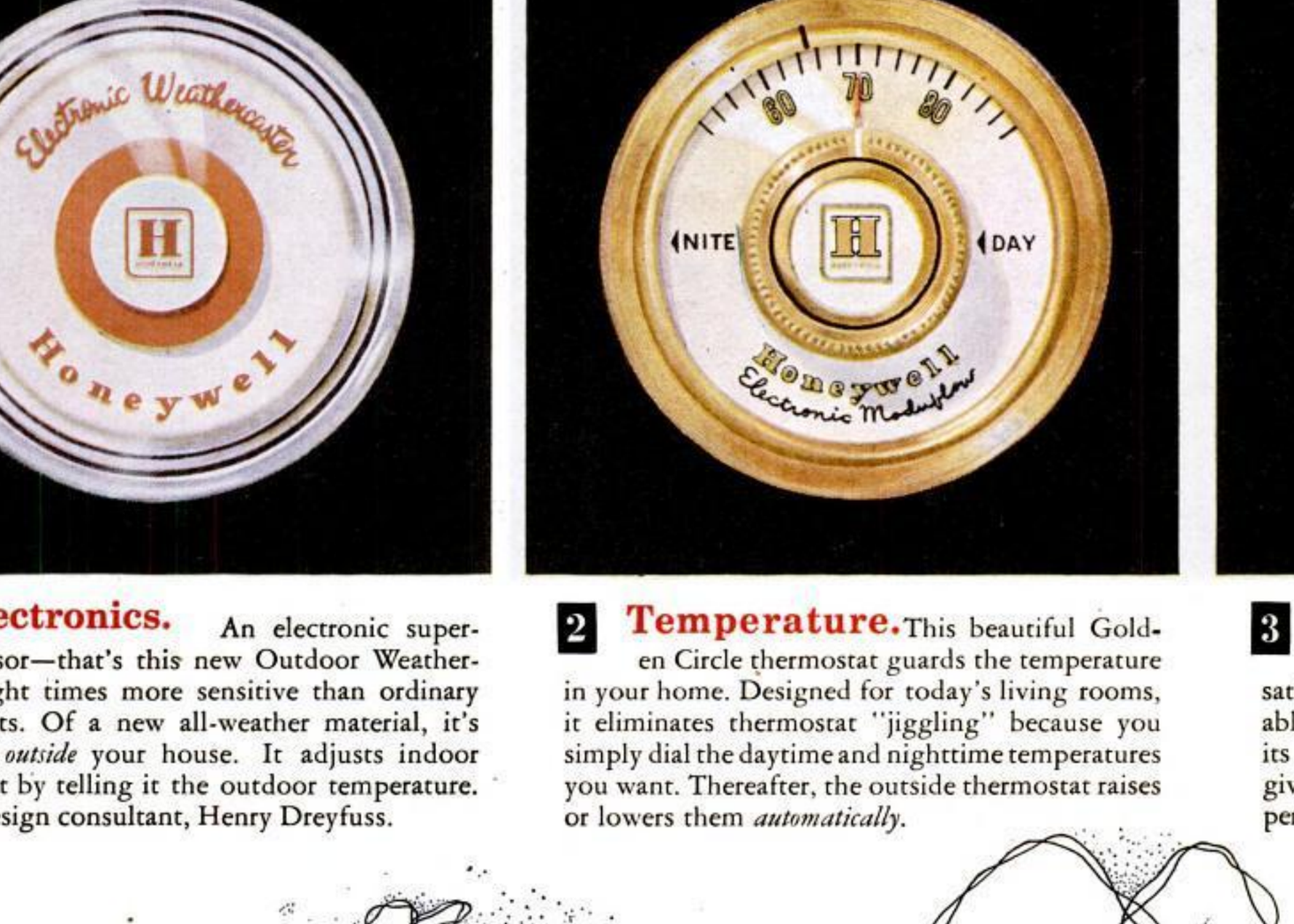
Actual size



2 Temperature. This beautiful Golden Circle thermostat guards the temperature in your home. Designed for today's living rooms, it eliminates thermostat "jiggling" because you simply dial the daytime and nighttime temperatures you want. Thereafter, the outside thermostat raises or lowers them *automatically*.

1/5 Actual size

3 Time. Never before a wall clock like this! Handsome, functional, modern; the face is satin-finished aluminum. Hour markers are available in red, yellow, copper or gold. The clock and its recessed "electronic brain" work together to give you—automatically—lower nighttime temperatures for cool sleeping.





A leading building firm

President George J. DeVries is one of five members of his family active in the DeVries Construction Company, Inc. House shown, the "Wyoming" design, is among 200 under construction by the firm in historic Lexington, Mass. Named Sun Valley, the subdivision has been planned to take advantage of the countryside's natural beauty. All homes are Electronic Comfort homes, equipped with Honeywell Electronic Moduflow Temperature Control.

For heating or cooling

MINNEAPOLIS **Honeywell**

Electronic Moduflow

H HONEYWELL

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A TOAST

Here's to the three great American birds

May you always have an eagle
in your pocket...

a turkey on your table...

and Old Crow in your glass.



Giving

OLD CROW

is Traditional at Holiday Time

NOW—TWO GREAT BOTTLINGS!

Today available in a milder, lower-priced 86 Proof bottling as a companion to the historic 100 Proof Bottled in Bond. Both Kentucky Straight Bourbon Whiskies.

THE OLD CROW DISTILLERY CO., DIVISION OF NATIONAL DISTILLERS PRODUCTS CORPORATION, FRANKFORT, KY.

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Soft, warm carpet adds so much to Christmas

More than anything else you can buy for your home, carpet says warmth, comfort, a snug home.

For Christmas – and for the days after Christmas, the years after that, carpet goes on living with you and giving to you. Carpet quiets the hundreds of noises that go with family living. It provides safety for children at play or adults in a hurry.

Carpet gives so much and asks so little in care, in time and in money. It costs far less than you'd expect to pay – with budget terms, only pennies a day.

So, see the wonderful new styles and colors at your store now. Give carpet or have carpet this Christmas.

HOME MEANS MORE – WITH CARPET ON THE FLOOR

MORE QUIET, COMFORT, BEAUTY, SAFETY, EASIER CARE

Buy carpets designed and made for the American way of life by these American manufacturers Artloom • Beattie • Bigelow • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown • Holmes Karastan • Leedom • Lees • Magee • Masland • Mohawk • Nye-Wait • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith **CARPET INSTITUTE, INC., 350 Fifth Ave., New York 1, N. Y.**

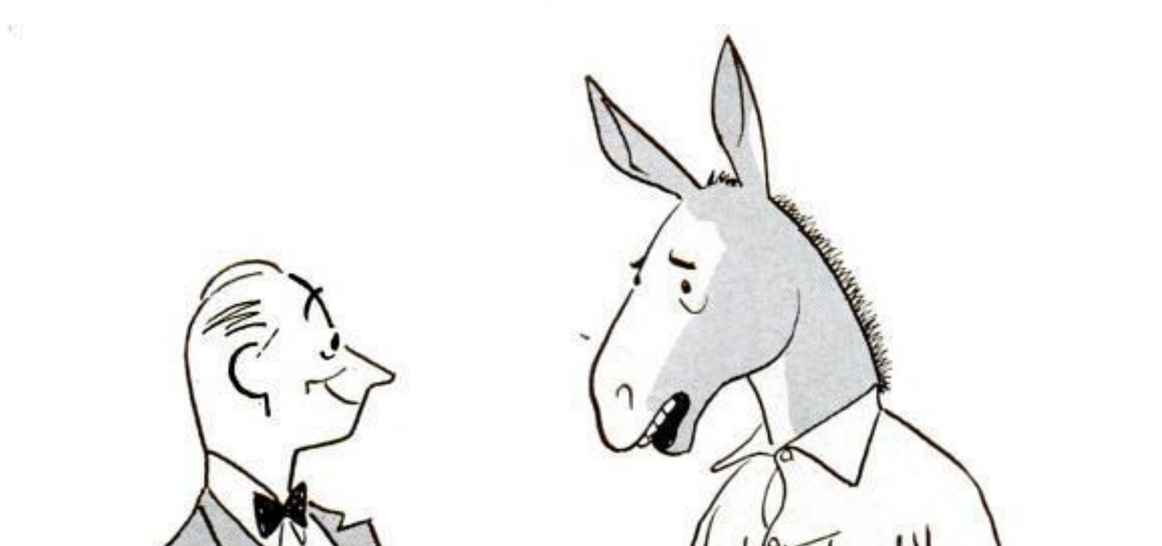
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"Quick Al, there goes the one that swallowed my 'Sanforized' shorts last summer!"



"It's nice to get Dad's once-worn shirts, but why doesn't he wise up and buy 'Sanforized' ones?"



"Well, *maybe* you were right . . . *maybe* I should have looked for the 'Sanforized' label . . ."



Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

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Copyright 1955, The Seven-Up Company

Nothing does it like Seven-Up!

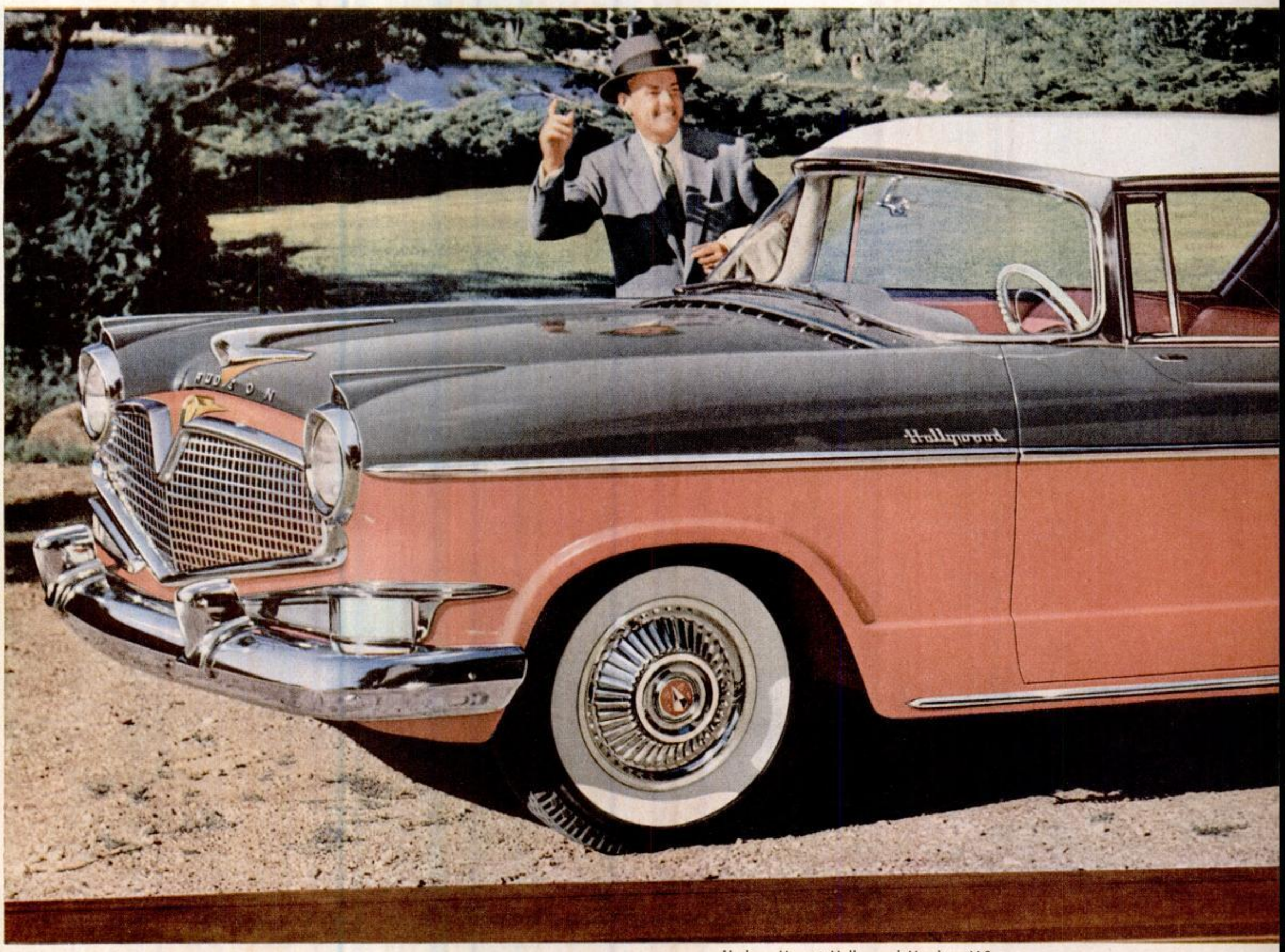
Here is the sparkling drink that says "Welcome!" to *all* your Christmas company. So fresh-tasting, so lively, so inviting. And so pure and wholesome that everyone, from the tiniest tots to great-aunts and granduncles, may enjoy it. Have plenty chilled and ready.

Buy the big supply... have plenty for everyone!

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IT'S HERE!..THE BIG

THE NEW 1956 HUDSON



Hudson Hornet Hollywood Hardtop V-8



Sizzling getaway from zero to sixty in 12½ split seconds! That's the Hornet's great, new 220-hp. V-8 engine! Far advanced in short-stroke, low-friction, overhead-valve design, proved in millions of miles of rugged testing, you'll like its "lift," its eagerness to go!

Alive with new V-8 power! Sleek with new V-Line styling! Luxurious with new, high-fashion, color-matched exteriors and interiors!

Here you see the mighty Hornet V-8 with even more power and performance for '56 than it's ever had through all the years it's held the National Performance Championship.

Here you see the great performer all dressed up with distinguished, new, high-fashion V-line styling inside and out that stamps it at once as the year's car of distinction.

Here's the car that sets you smartly apart from the crowd. Take your choice of V-8 or 6, of 15 new two-tone and 6 new three-tone color exteriors, with stunning new interiors color-keyed to match. Now, more than ever, the new 1956 Hornet V-8 is the most beautiful performer of them all. Be sure to see it for yourself at your Hudson dealer's now.

Hudson Hornets • Wasps • Ramblers • Metropolitans

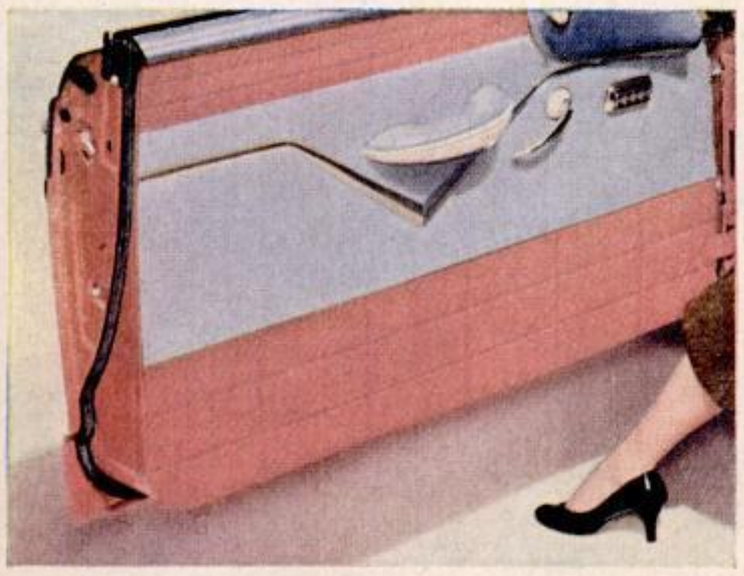
Built the Better Way — the American Way — Products of American Motors

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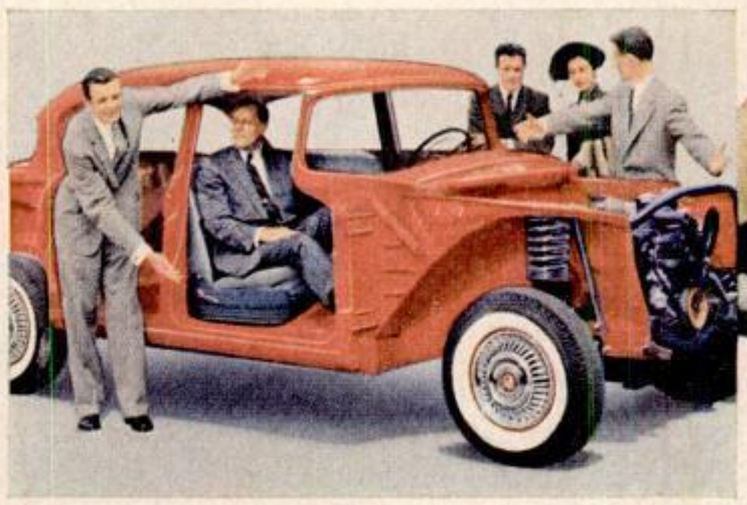
CAR WITH BIG CHANGES

HORNET WITH THE NEW V-8

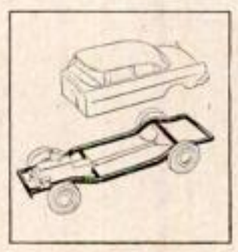
Tune in "Disneyland"—ABC-TV Network



New color-matched interiors and exteriors! Here's standout new styling with exciting new interior fabrics, color-matched with 21 new two- and three-tone exterior finishes of your choice. And the new V-Line styling is refreshingly different.



Three times softer, steadier ride! Hudson's new Deep Coil Ride gives you three times the cushioning comfort of most car springs. It's possible only with exclusive Double Safe Single Unit car construction.



OTHER CARS

HUDSON HORNET V-8

The most beautiful performer of them all!

Copyrighted material

NEW!

A gift from McCormick
—The House of Fine Flavor



for

STEAKS
CHOPS
SALADS
SOUPS
EGGS
POULTRY
FISH

McCORMICK SEASON-ALL

Our exciting <u>new</u> mixture of spices that adds a zesty flavor . . . enhances the goodness of every food it touches.

FREE

It's as simple as this: Just send your name and address with front panel from carton in which you get 2- or 4-ounce bottle of McCormick or Schilling Pure Vanilla. Mail on or before expiration date, Feb. 1, 1956, to McCormick, Dept. V, Baltimore 2, Md. You will receive—free—your shaker of wonderful SEASON-ALL! So that *everyone* can enjoy SEASON-ALL . . . this offer is limited one to a family.

Offer good only in Continental U.S.A.





The Magic Spoonful

It's a *must* for all your holiday baking. For real home-made flavor always use the Magic Spoonful of McCormick or Schilling Pure Vanilla . . . in ready-mix cakes, cookies, puddings, icings, or in your own favorite recipes.

McCORMICK
ONE FAMOUS EMBLEM—TWO GREAT BRANDS
McCORMICK and Schilling

McCORMICK—THE HOUSE OF FINE FLAVOR
Spices · Flavoring Extracts · Tea · Coffee

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Quick Relief of
HEADACHE
NEURALGIA

STANBACK is not a one ingredient formula . . . STANBACK combines several medically proven pain relievers into one easy to take dose. . . . The added effectiveness of these MULTIPLE ingredients brings faster, more complete relief, easing anxiety and tension usually accompanying pain. . . .

Test STANBACK against any preparation you've ever used . . . see how much faster relief comes.



FOR EVERY BUDGET . . . and ANY HOME
DINETTES by BRODY

At Leading Furniture & Dept. Stores

HOLLYWOOD sani-Boot n Saddle cream

For the CLEANEST, BRIGHTEST SOFTEST Shoes You've EVER Worn
for any color of smooth *footwear*
by the makers of the famous
HOLLYWOOD SANI-WHITE

For healthier, happier feet
DuPont Nylon
STRETCH SOCKS
Especially Processed for absorbency & comfort
$1
Guaranteed Mendproof Hosiery


ALSO BOYS' SOCKS
A Gift that's sure to please
Other socks 55¢ a pair
MENDPROOF • 350 Fifth Avenue, New York

LETTERS TO THE EDITORS

ALEXANDER MYSTERY

Sirs:

Could it be that the distinguished historian, Sir Harold Nicolson, overlooked reading his Bible when preparing his fine account of "The Mystery That Was Alexander" (LIFE, Nov. 14)? He writes, "In the Moslem tradition he is represented as the young hero, horned as a ram. . . . ." I feel the Moslems got the idea from the ancient biblical writings of Daniel. Daniel, while a captive in Babylon, had a vision of a two-horned ram that was at first very great, but then was overthrown by a one-horned he-goat that waxed even greater. Later this ram's one horn was broken, and four horns grew in its place. As Daniel puzzled over the vision, God sent the Angel Gabriel who told him that the two-horned ram represented the kings of Media and Persia and the one great horned ram was the king of Greece who would overthrow their kingdom. Later this kingdom would go to four successors instead of to one. This came to pass.

CHRISTIAN C. FOWLER
Tujunga, Calif.



15TH CENTURY GERMAN WOODCUT OF DANIEL'S VISION

Sirs:

The phalanx was perfected by Philip of Macedon but was used before his time by the Spartans and Thebans among others. King Philip improved the phalanx by increasing the length of the spears to 24 feet and the number of ranks to 16. The ranks were so arranged that the spears of the fifth rank projected three feet in front of the first rank.

OCTAVIO A. COLON JR.
Fairbury, Neb.

Sirs:

On the map accompanying Nicolson's essay it is surprising to find the Suez Canal. The artist may have had in mind the Pharaohs' Canal. This waterway went from a point halfway across the Isthmus to join the Pelusiac branch of the Nile River. One reason no direct canal was cut was a belief that persisted down to the early part of the 19th Century, that the level of the Red Sea was much higher than that of the Mediterranean. A great flood was feared if the two bodies of water were connected.

FERNAND AUBERJONOIS
New City, N.Y.

● LIFE used a modern map with the Suez Canal to define the extent of Alexander's conquests.—ED.

SHOOTING OF THE CENTURY

Sirs:

LIFE deserves praise for penetrating behind externals and taking time and space to explain a social situation as done in "The Shooting of the Century" (LIFE, Nov. 14).

PHYLLIS BURGESS
Aitkin, Minn.

CONTINUED

Wow, Three Pairs!

Dickies Christmas Gift Slacks

Stylish Back-Strap College Slacks



So stylish he'll want variety . . . so inexpensive you can buy three pairs. Smartly tailored with the adjustable back-strap buckle. . . . For college men or Dad. Prep sizes for Junior, too! Your clothing store will have his favorite colors and fabrics. Ask for Dickies *washable* Back-Strap College Slacks.

Easy to give, good to get!

Slacktime Casuals by Dickies®

© 1955 WILLIAMSON-DICKIE MFG. CO.
Fort Worth, Texas

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Why Girls *Kiss* Santa Clauses



The Fabulous Flounce—all nylon tricot,
all carefree, all quality... this
storybook slip with appliquéd flowers
on the double flounce: 32 to 40 about 6.00
Matching petticoat: S M L about 4.00
Colors: White, pink dawn, sea mist, desert sand.

Matching dress length nightie about 8.00
and full length gown about 9.00

Lavished with Fine Lace—
this enchanting
all nylon, all glamour slip in luxurious
tricot: 32 to 40 about 6.00
Matching petticoat: S M L about 4.00
Colors: White, blue mist, pink dawn, rose red, black.
Matching full length gown about 9.00
in blue mist, pink dawn, maize, rose red and black.

at better stores everywhere

Seamprufe

FOR CHRISTMAS

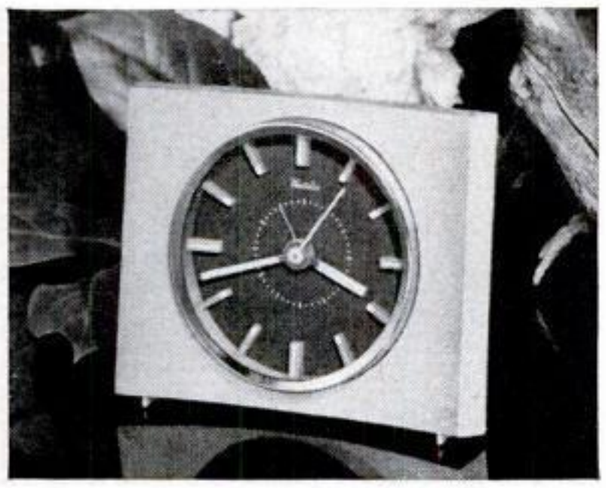
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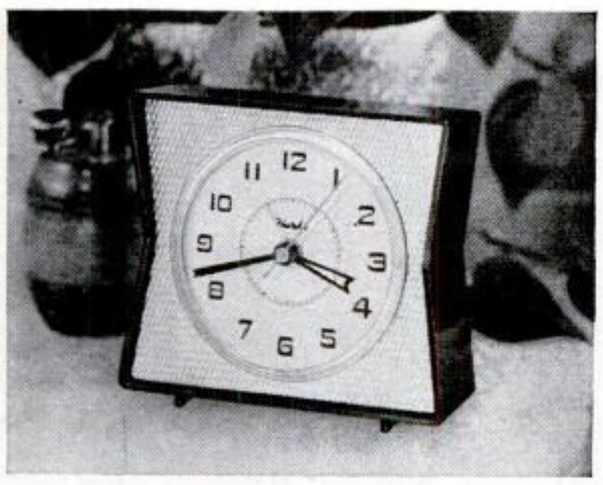


THE GIFT OF TIME IS

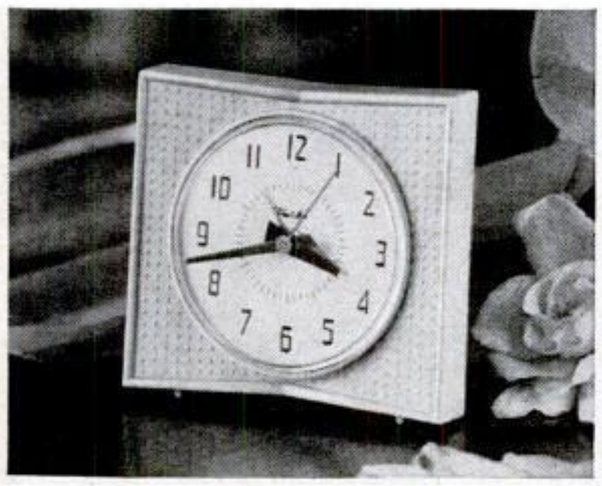
Perfect Giving



FORTUNE ELECTRIC ALARM. Brand new Westclox! Modern elegance in gray tone plastic. High styled dial; gold-color trim. Insistent call. Guaranteed for one year.* Luminous dial. $6.95.



DASH ELECTRIC ALARM. Dramatic black plastic case, with recessed front of gold-colored metal. Steady call. Year's guarantee.* $5.95. With luminous dial, a dollar more.



TOWN CRIER ELECTRIC ALARM. High fashion at a low price. Beige plastic case has "hobnail" pattern front. Insistent alarm. Year's guarantee.* $4.95. Luminous dial, a dollar more.

*Manufacturer's written guarantee.
Prices do not include tax and are subject to change

WESTCLOX
Electric Clocks
made by the makers of **BIG BEN**
La Salle-Peru, Illinois
Products of GT General Time Corporation

LETTERS TO THE EDITORS

CONTINUED

Sirs:

The editors of LIFE described Cleveland Amory as today's most acute reporter on ". . . crumbling bastions of capital-S Society." In publishing his article LIFE removed one more stone from the crumbling bastions of capital-J Journalism. There is a time and place for everything; the pages of LIFE are not the place and this is certainly not the time.

RONALD MCLENDON
Rhinebeck, N.Y.

Sirs:

Thanks to Cleveland Amory for a superlative job. It is as though he had put into words the composite conscience of "We the People."

MARY O. NICKELL
San Mateo, Calif.

Sirs:

How could that publicity-seeking crowd continue to hold luncheon and other parties while their recent friend and fellow guest lay unburied, after that tragic shooting accident? After 80 years of living I am no longer fastidious, but hope I still know where to draw the line.

AMELIA PETERSEN
Toronto, Ont., Canada

CAPTAIN FOR THE KIDS

Sirs:

Huzzahs for "Captain Kangaroo" ("Captain for the Kids," LIFE, Nov. 14). The kind, quiet voice of Bob Keeshan, the delightful baby pet animals, the perky puppets, *plus* the clever cartoons have helped make morning less hectic for big and small alike at our house. TV could use less gunfiring and more of this type show.

MRS. JOHN BRANDON
Peoria, Ill.

Sirs:

When your story on Captain Kangaroo arrived I lost a bet with myself. First I decided Captain was young with make-up to make him appear older. Then I definitely decided he was older because he sounded older and his hands seemed wrinkled. When you said 28 years old I almost flipped. Let us see him as he really looks.

MRS. NICK G. GREANIAS
Decatur, Ill.



CAPTAIN KANGAROO IN MUFTI

PREMIER'S ARMS DEAL

Sirs:

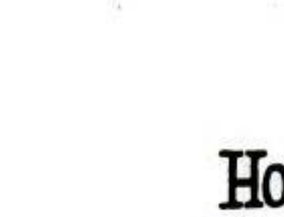
While the U.S. press tends to report every skirmish and incident between Israel and her Arab neighbors ("Egypt's Premier Reveals How He Made Red Arms Deal," LIFE, Nov. 14), they ignore the fact that none of the Arab states recognize the State of Israel created by the United Nations; that Egypt outspokenly in its official press and radio calls for the extermination of Israel; and that Egypt illegally

CONTINUED

HOLIDAY TIME IS HERE - TIME FOR ELEGANT CAKES

heaped high with elegant frosting...special fluffy frosting
really good enough for your holiday cakes.

Minute-man Instant Frosting Mix
makes the kind you like. It's very special, wonderfully fluffy.
So easy to whip up, even a busy mother can spare
the few minutes it takes.

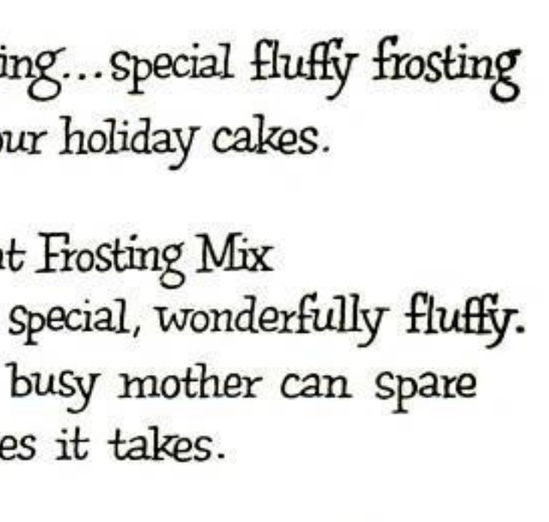


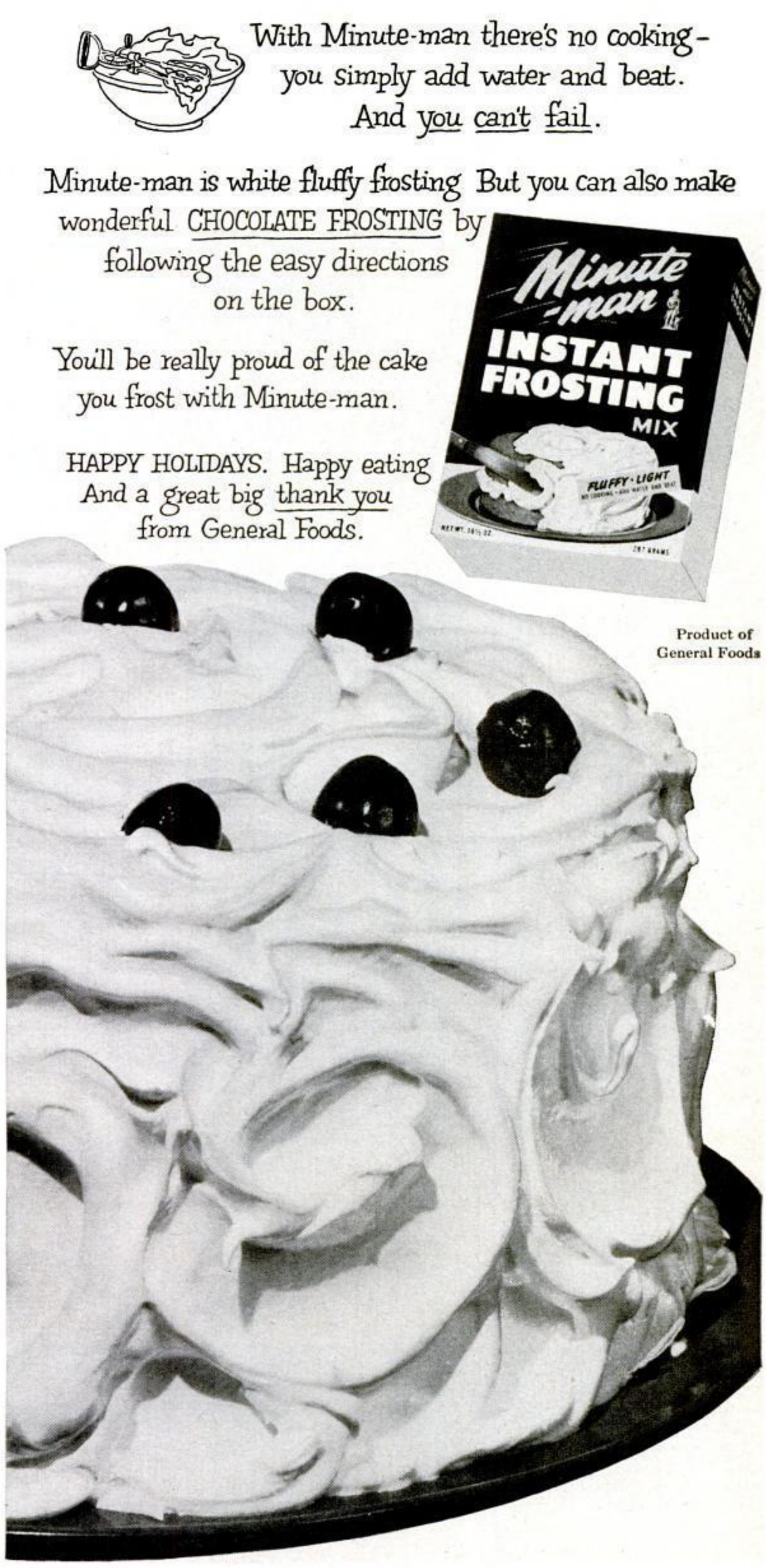
With Minute-man there's no cooking -
you simply add water and beat.
And you can't fail.

Minute-man is white fluffy frosting But you can also make
wonderful CHOCOLATE FROSTING by
following the easy directions
on the box.

You'll be really proud of the cake
you frost with Minute-man.

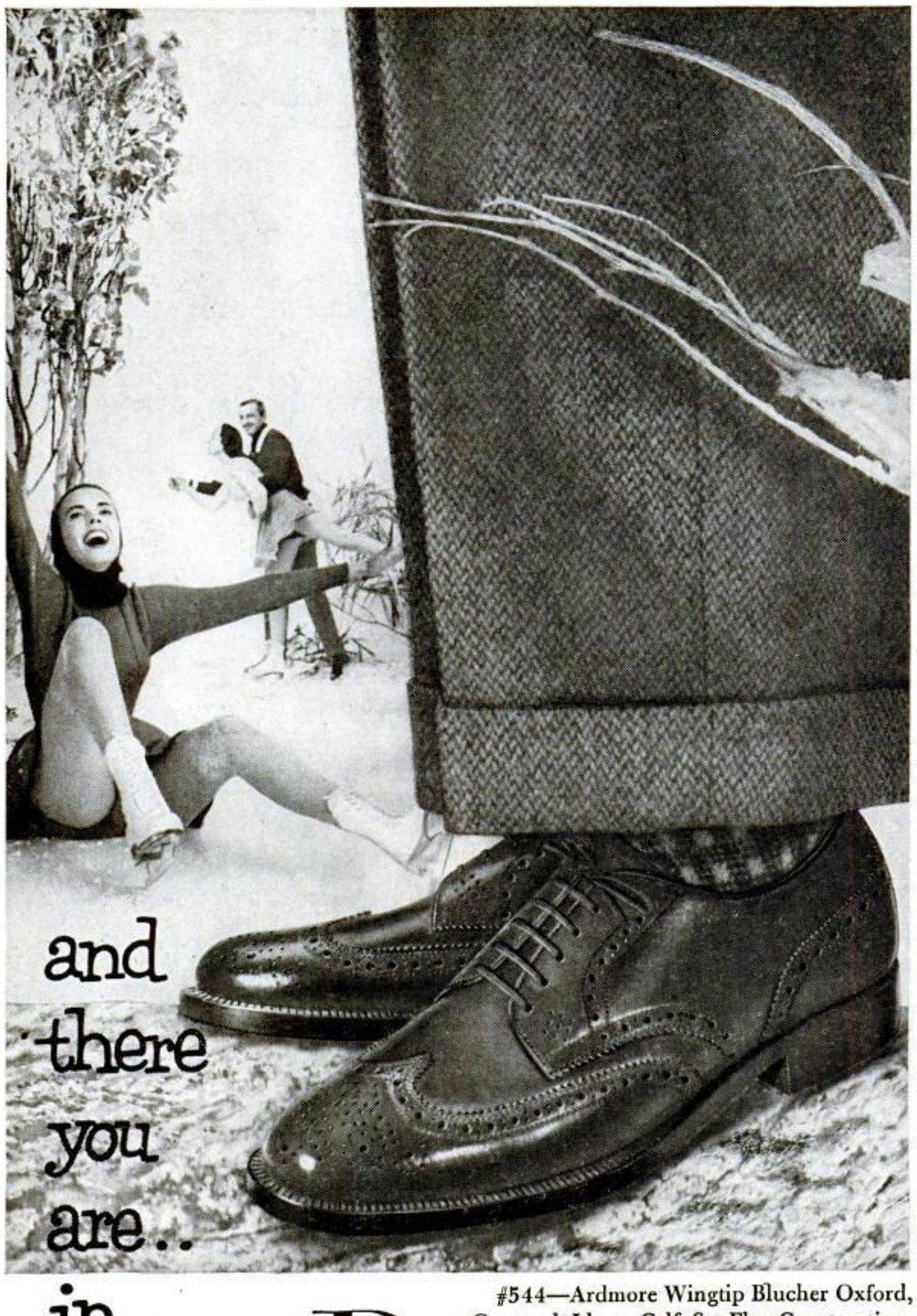
HAPPY HOLIDAYS. Happy eating
And a great big thank you
from General Foods.





Product of
General Foods

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#544—Ardmore Wingtip Blucher Oxford, Gunstock Llama Calf, Sta-Flex Construction.

in famous Bostonian Winterproofs

The temperature drops—there's snow in the air. That's when Bostonian Winterproofs are especially well worth wearing! For, there's no bad weather allowed inside these rugged, easy-fitting shoes! Your feet are protected by Winterproof leathers, sealed to keep you dry and warm. For looks, take a look! Indoors or out, Winterproofs are in style because Bostonian® craftsmanship is sewn right in. Give Bostonian Winterproofs the weather test today! You'll enjoy winter *and* comfort. *Most styles $17.95 to $25.95*

#5423—Tropic Plain-toe Cordovan (Dark Cherry or Black).





#6779—Admiral Blucher Oxford, Sealed Welt. Full Leather Lined. Brown or Black Brevitt.

©1955 Commonwealth Shoe & Leather Co., Whitman, Mass., Shoetown, U.S.A.

LETTERS TO THE EDITORS

CONTINUED

blockades the Suez Canal to Israeli vessels. Since when does a nation arm itself to protect itself from exterminating another?

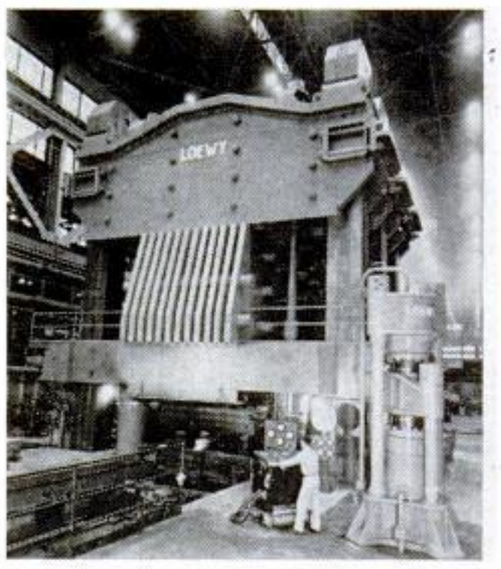
ANDREW J. GRAHAM
Middletown, Conn.

WORLD'S BIGGEST SQUEEZE

Sirs:

A Loewy closed-die forging press on the production line in the Wyman-Gordon plant at North Grafton, Mass. is unquestionably the largest in the world ("World's Biggest Squeeze—5,000,000 Pounds," LIFE, Nov. 14). It is capable of exerting a pressure of 100 million pounds. It stands 10 stories high and weighs 10,605 tons.

HARRY W. CLIFFORD
East Orange, N.J.



LARGEST FORGING PRESS

● As LIFE pointed out, the machine shown was the world's largest universal testing machine. LIFE should have mentioned that there are larger commercial presses.—ED.

RARE DEEDS BY DOGS

Sirs:

Thank you for your beautifully illustrated stories of heroic deeds done by dogs ("Rare Deeds by Dogs on the Hunt," LIFE, Nov. 14). And thanks especially for the story of the bird dog who was still faithful after the big freeze set in.

JIM SUMMERS
Albuquerque, N. Mex.

Sirs:

We who love the dog for his million years of service and devotion to man do appreciate the wonderful stories of dogs facing danger in the hunt. Isn't the almost foolhardy courage of these creatures heartwarming?

J. KING ROSS
Northridge, Calif.

Sirs:

My mastiff, Black Dan, performed a rare deed, too. He used to sleep in the living room which was separated from the outdoors by a glass door. One night a burglar started tampering with the lock. Black Dan dashed headfirst through the glass and tore the seat of his trousers right off. The burglar, for all I know, is still running.

HARRY V. LAWRENCE
Boston, Mass.

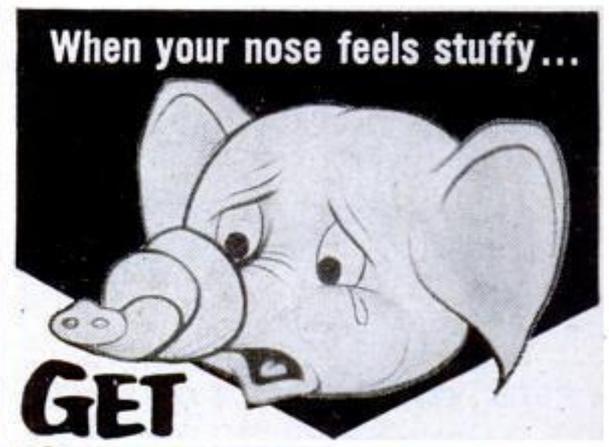
CONVALESCING PRESIDENT

Sirs:

You have reproduced many fine photographs on the cover of LIFE but "The Convalescing President" (LIFE,

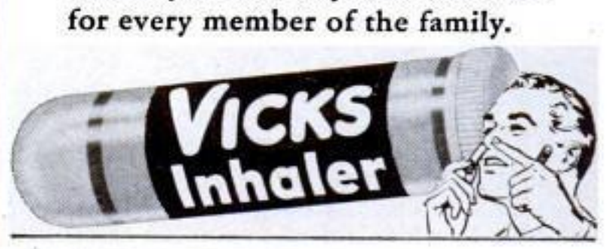
CONTINUED

When your nose feels stuffy...



GET BREATHING COMFORT IN SECONDS

Just a whiff—and stuffy nose goes! Use anywhere—anytime. Get one for every member of the family.



SOOTHE AWAY
Sore Throat Pain
AND
Coughs of Colds



You'll be thanked for this gift all year long

Sir Jac

LEISURE COAT

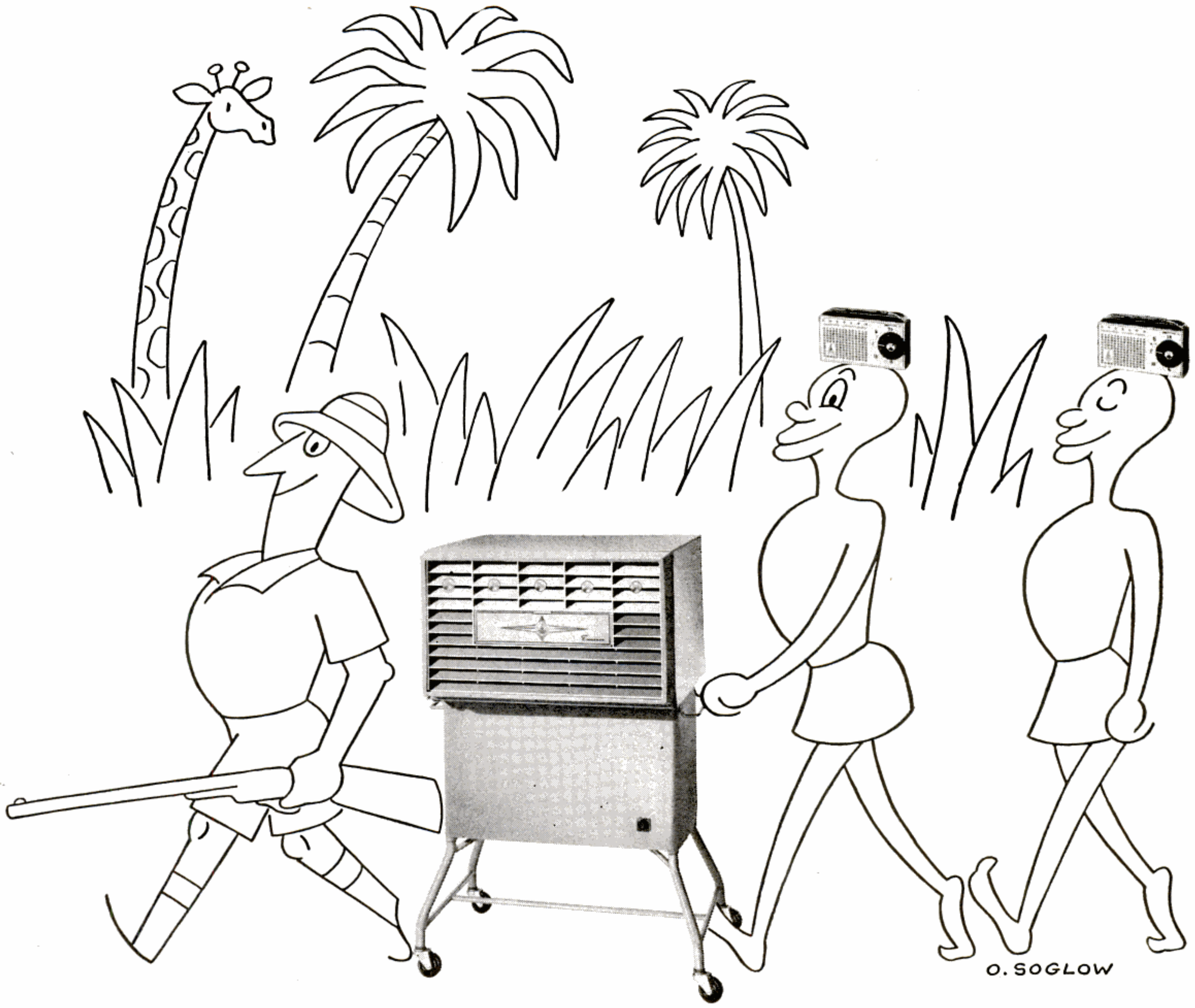


Only about $14.95

● Here's a fine quality gift at an easy-on-the-budget price . . . the new *Sir Jac* Leisure Coat with that authentic custom-made look. Of light-weight, all-wool construction, with multi-colored plaid design, it has stylish rolled collar, leather buttons and generous patch pockets. Ideal as a leisure coat or for out-door wear. See this aristocratic *Sir Jac* at good stores everywhere—in a variety of gay colors.

Stahl-Urban COMPANY
TERRE HAUTE, INDIANA
BROOKHAVEN, MISSISSIPPI

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Wherever you look . . . there's Emerson!

Safari . . . or no further than from living room to bedroom . . . master your fate when the beat of the heat pounds down like jungle drums . . . and the air is wet enough to wash in. Wheel in the cool, clear weather you want with a 1956 Emerson Portable Air Conditioner! The world's first "weather on wheels" goes where you command . . . it's like getting 2 or 3 air conditioners in one. Can be installed permanently, too . . . fits every kind of window. Needs no wiring, no landlord's OK. New 7½ amp. models plug in like a toaster —but use even less current! Complete new line of 1956 advance engineered Emerson Air Conditioners start at $188.

The Emerson Transistor Pocket Radio® Model 838 plays anywhere . . . with big-set volume you can hear *over 300 feet away!* Tiny: 6″ wide, 3½″ high, 1¼″ deep, weighs about 16 ounces. $44, including batteries. *And wherever you look . . . look for Emerson TV, radios, phonographs, air conditioners.*

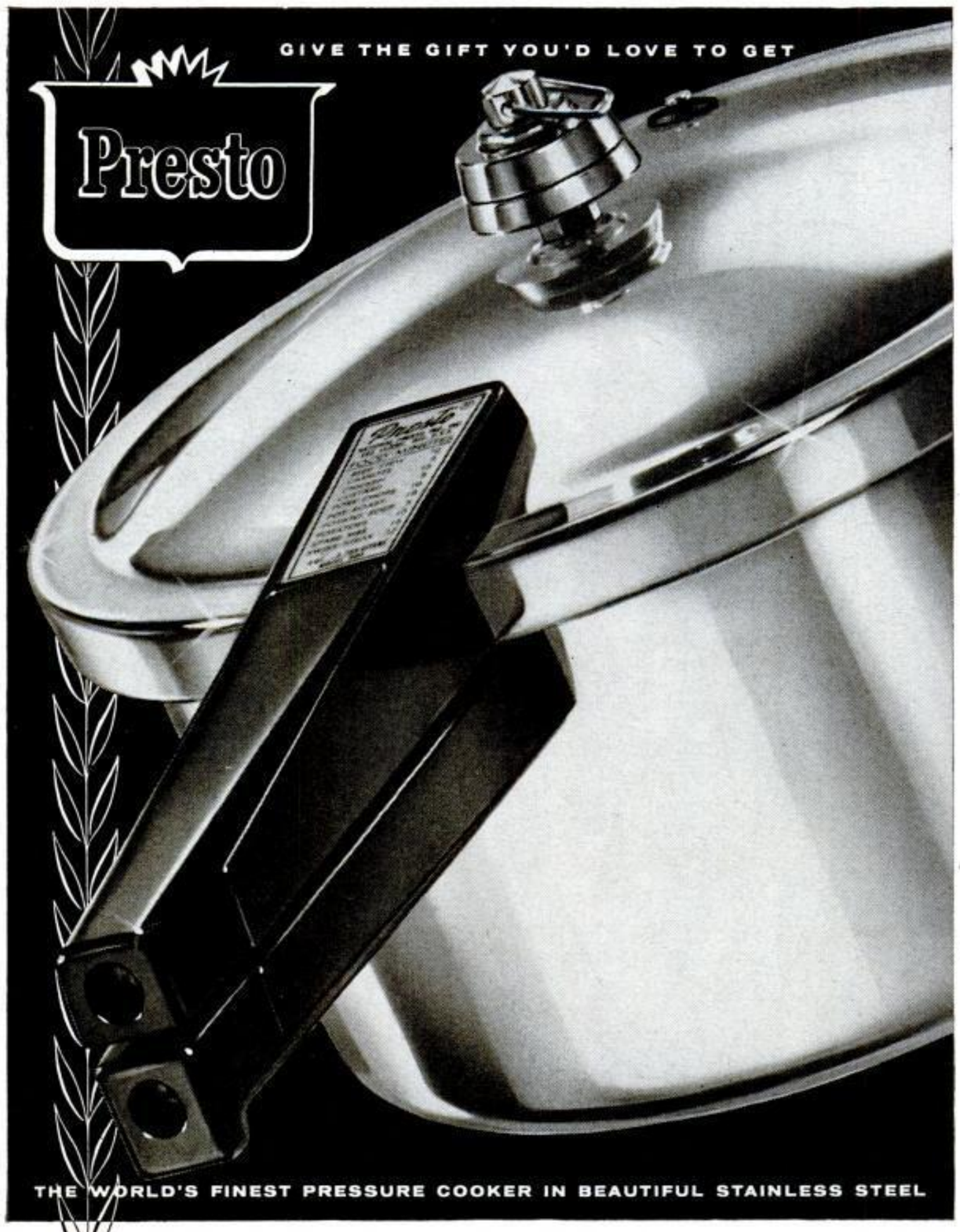


Over 16,000,000 satisfied owners

Emerson

*Reg. U. S. Pat. Off. Emerson Radio & Phonograph Corp., Jersey City, N. J.

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Stainless Steel

Presto®

Here is Presto's proudest beauty, from a long line of star performers in the kitchens of *millions* of satisfied users. All the famous advantages of Presto convenience and efficiency . . . jiffy-quick meals in ⅓ the time tastier, healthier food and . . . now a delight in gleaming lifetime stainless steel. So easy to clean, so everlastingly new. Make Presto's proud beauty the star performer in *your* kitchen. $19.95 Fair trade price.

Slightly Higher in West

PERFECT HEAT DISTRIBUTION

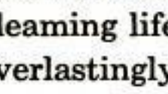
Special 3-ply laminated steel core gives even heat distribution. Cooks foods better and faster in a uniform "blanket" of heat.

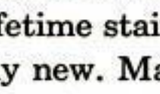
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LETTERS TO THE EDITORS

CONTINUED

Nov. 14) is the finest ever. We hope he carries this great smile back into the White House.

R. G. Brown

Carthage, Texas

VISITORS AS PATIENT GAINS

Sirs:

You state that the Eisenhower farm home was rebuilt of wood and stone ("A Flock of Visitors As Patient Gains," Life, Nov. 14). Actually it is built of wood, stone and brick, the brick being painted white. My company shipped a total of 42,750 brick to the job site.

David B. Alwine

New Oxford, Pa.

BLOSSOMS FOR THE BLIND

Sirs:

The pictures showing Brooklyn's "Garden of Fragrance" ("Blossoms for the Blind," Life, Nov. 14) were most appealing. It will make many people happy to know there is such a garden somewhere.

Elizabeth Howland

Lafayette, Ind.

Sirs:

Fragrance gardens are actually a symbol of an attitude which I think is not good. As a blind person and a full-time college instructor in speech, I am trying to maintain the feeling in this community, and elsewhere, that well-trained, competent blind people can compete with the sighted in many areas. If we who are blind are not careful about accepting special favors from society, we shall find ourselves segregated and isolated as surely as do the victims of racial or religious prejudice. Instead of scented solitude, we need the smell of our own sweat as we do our part in the world's work.

Walter F. Stromer

Cornell College
Mount Vernon, Iowa

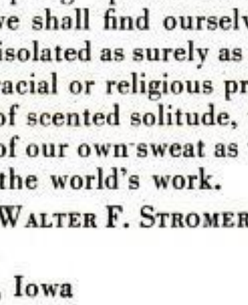
SUBTOPIA, EXURBIA, UTOPIA

Sirs:

Allow me to be just and harsh concerning your editorial, "Subtopia, Exurbia, Utopia" (Life, Nov. 14). Your $25,000 income for 1,560 hours of work a year by 1976 is not for the children and grandchildren of this nation. Perhaps you are so preoccupied in leading the avant-garde of our marching economy that you had no

CONTINUED

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LETTERS TO THE EDITORS

CONTINUED

time to study our depleted soils, waning resources and slums of every variety in housing, factories, roads, etc.

DR. MARTIN WAGNER
Cambridge, Mass.

THE SIMPLE LIFE

Sirs:

Your article, "The Simple Life" (LIFE, Nov. 14), is beautiful. Someday I will live on a farm, and perhaps live the same tender, lovely dream that the Hagels did.

JUDITH PESCHKEN
Northfield, Minn.

Sirs:

So many people I know have a great desire to get out of the city to a small farm and make a living. Thanks for shedding light on the hazards of working a small farm.

STANLEY CHILDERHOSE
Los Angeles, Calif.

CALM FOR STORMY PRIEST

Sirs:

I must take time to drop in on one of Father Coughlin's sermons, "which are sprinkled with humor" ("Calm for a Stormy Priest," LIFE, Nov. 14). It should be stimulating to witness how an erstwhile rabble rouser has mellowed. It may be that he has started to understand better the Scriptures he was inclined to bellow so melodiously.

A. SIEF
Detroit, Mich.

GIRL BEGUILED BY BALLOON

Sirs:

Your story, "A Girl Beguiled by Her Balloon" (LIFE, Nov. 14), reminded me of the time we took our 2½-year-old-son to the Bronx Zoo to look at the animals. He too pleaded for a balloon, which we bought him. Very soon he asked whether he could let it go. Since it was filled with helium, we said "no" and tied it firmly to his wrist. When we got home he immediately slipped outdoors. When I found him he was standing scissors in hand, gazing up at the sky at his rapidly disappearing balloon. On his face was such an expression of joy and wonder that I realized that this was truly one of childhood's magic moments—and all for the cost of a 25¢ balloon.

MRS. F. W. MILLER
New City, N.Y.

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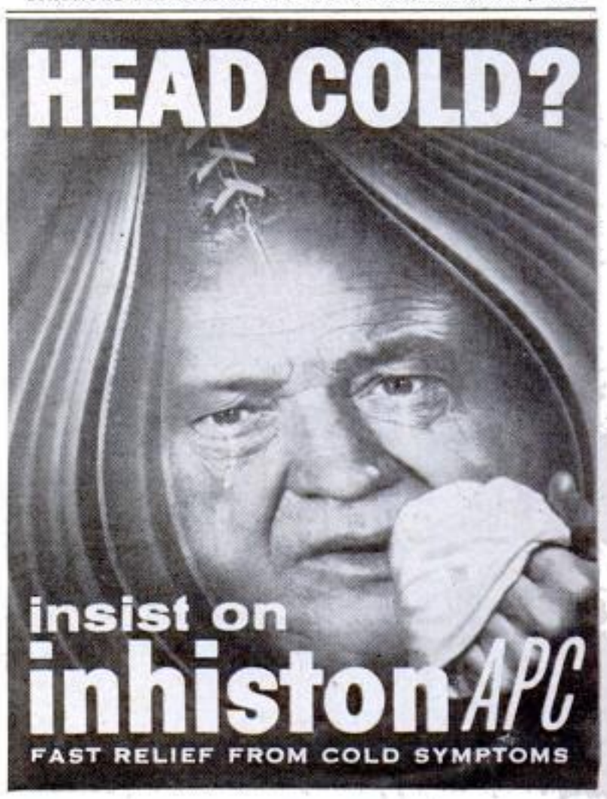


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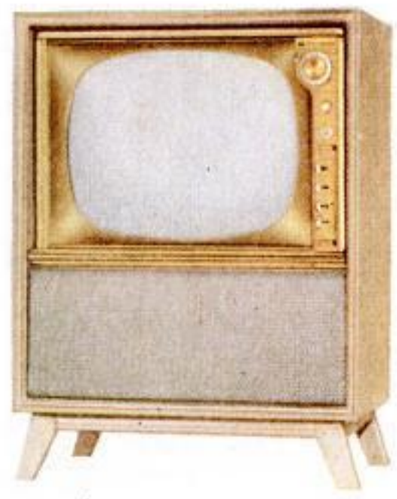
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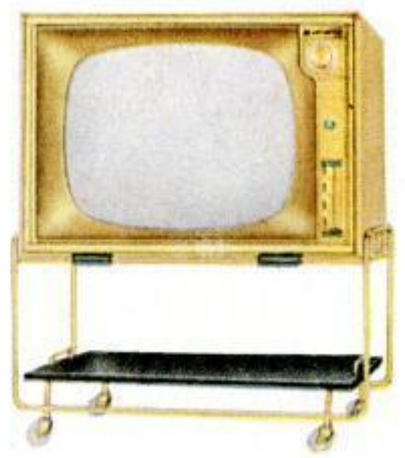
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14



15

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15. Decorator table radio. Model 56H. Turquoise, Mint Green, Antique White, Mahogany.

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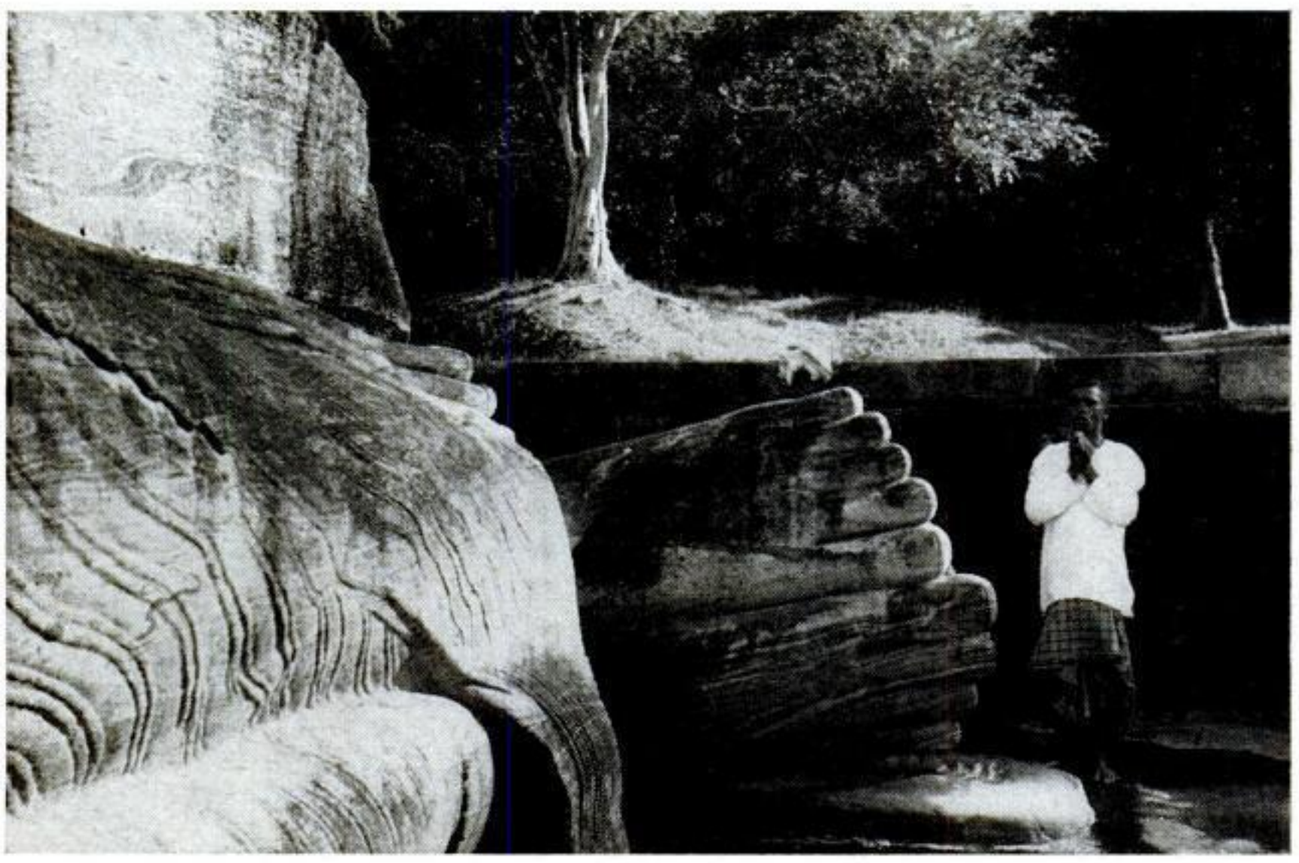
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In a jungle in Ceylon a man prays beside a reclining Buddha



A eunuch smiles in the streets of Peking

First one-man Photo Show in Louvre

CARTIER-BRESSON EXHIBITS 25 YEARS OF WORK



Cartier-Bresson visits his show at museum

In Paris' Palais du Louvre last month the Museum of Decorative Arts, recent host to Picasso's famed retrospective exhibit, paid homage to a great photographer. For its first one-man photographic show the museum displayed the work of Henri Cartier-Bresson, a fast-shooting photographer whose precise timing catches the meaningful moments of commonplace events. Even at first glance Cartier-Bresson's photographs are alive and human. But close examination often reveals the "inner look" that he strives for. "If one photographs people," says Cartier-Bresson, "there must be a relationship between eye and heart. It is their inner look that must be reflected . . . what goes on inside." In the past 25 years Cartier-Bresson has traveled all over the world and photographed a host of people ranging from Chinese eunuchs —living relics of the old empire—to the diplomats of today. But as these pictures show, his real interest is in the drama of people as people.

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In Valencia, Spain a man with an opaque eyeglass watches a bullfight

"In Trieste," says Cartier-Bresson, "the sky was pure, the grass soft"



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FOR THE TUMMY

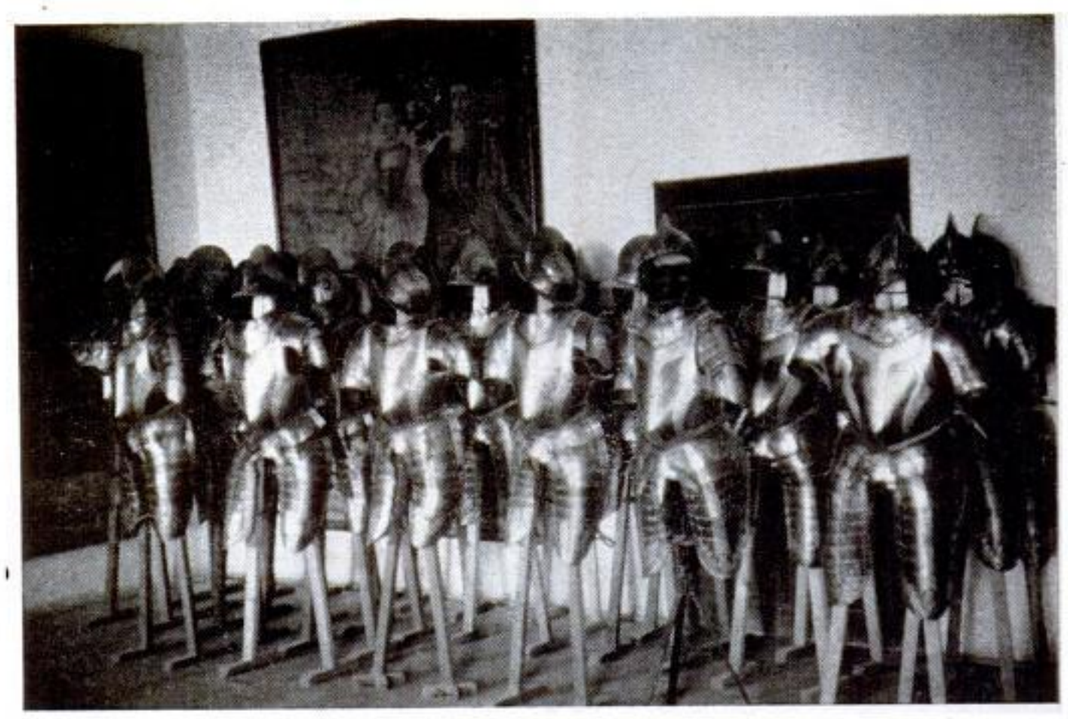
THREE ROLL PACK, 25¢—AND YOU CAN'T BUY SAFER, SURER RELIEF



Revelers celebrate during a week-long carnival in Cologne



Bullfighters behind barrier discuss a fight

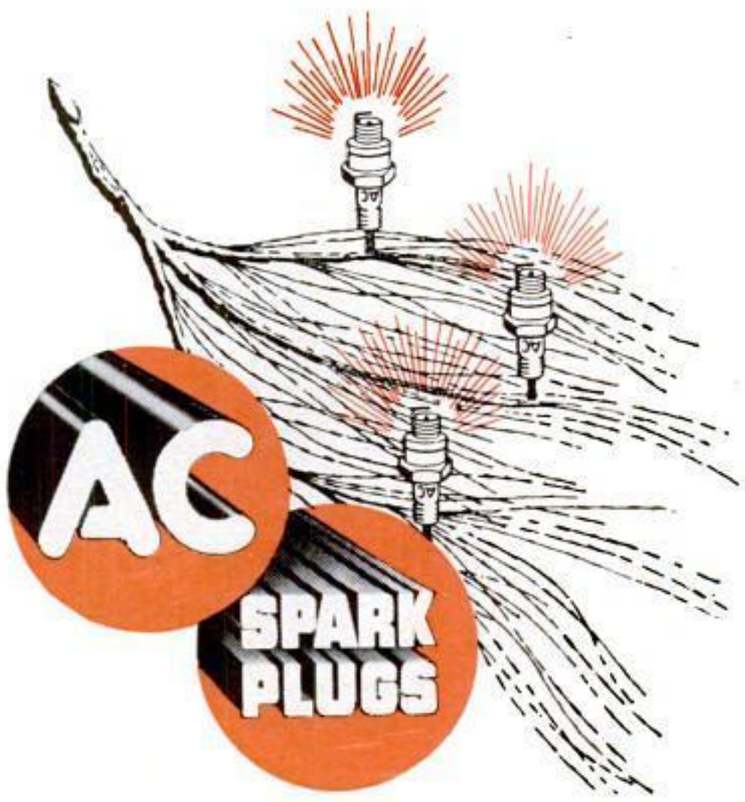


Empty armor stands in room of old Austrian castle

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AC wishes you *happy holiday* **motoring!**



The holidays are a time when our minds are on the electric hustle and bustle and excitement of Christmas.

But . . . and, this is a big "but" . . . the first really cold days of winter are upon us. Engines are cold and stiff. You need the lively power of AC Hot Tip Spark Plugs more right now than you do at any other season of the year.

AC's exclusive, deep-recessed tip keeps cars running smoother because it heats up faster, stays clean longer, and resists carbon and oil fouling.

Let your nearby AC dealer install a new set of AC Hot Tips today . . . and *every* 10,000 miles from now on. Then you'll really be set for happy motoring . . . your car will be set for the holidays and the rest of the year.

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John Raitt's Wash-and-Wear gifts need little if any ironing

Any man, every man on your list will sparkle with pleasure when you give him any of these new clothes that wash and wear. "Wash 'n wear" is one of the most exciting things that's ever happened to men's clothes. It means that all the clothes on these two pages (and lots of others that are also made with Du Pont fibers) can be washed and hung up dripping wet. They dry fast and so wrinkle-free that in most cases, ironing them is just a matter of choice.

Think what that means in terms of the gifts you give. That smile on John Raitt's face (he's the star of the Broadway musical *The Pajama Game*) will be reflected by your men—age eight or eighty-eight—all year long. Save time and steps by doing your shopping right on these pages . . . you'll find the items in your favorite stores.

PHOTOGRAPHED FOR DU PONT BY PAUL HIMMEL

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Every gift on these pages offers the extra neatness, extra convenience of wash 'n wear



RUGGED, YET LIGHTWEIGHT, reversible jackets of Du Pont nylon are colorful and easy to wash. Warm and comfortable. Reverse side is white nylon fleece. About $23.



WASH IT AT NIGHT, and this fine shirt of 65% "Dacron"* and 35% cotton drips dry ready to wear the next morning. From $7.95. Tie of "Dacron" washes easily. About $2.50.



WRINKLE-RESISTANT year-round gabardine slacks stay neat; 65% "Dacron" polyester fiber and 35% rayon. From $12.95. Du Pont nylon adds wear to cashmere socks. About $4.



NO BLOCKING, shaping or special care needed after washing sweaters made of Du Pont "Orlon"**. They're luxuriously soft, yet practical. About $10.



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FULL-TIME NEATNESS features poplin raincoats of 50% "Dacron" and 50% cotton. They're washable and dry fast, ready to wear. About $30.



LUXURIOUSLY SOFT, yet easy to care for, handsome sport shirts made with "Orlon" acrylic fiber have rapidly become popular. Woven of 65% "Orlon" and 35% wool (left); knitted of 80% "Orlon" and 20% wool (right). From $8.95.

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GREETINGS

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From

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TO PUT A SMILE IN YOUR SMOKING

CHESTERFIELD

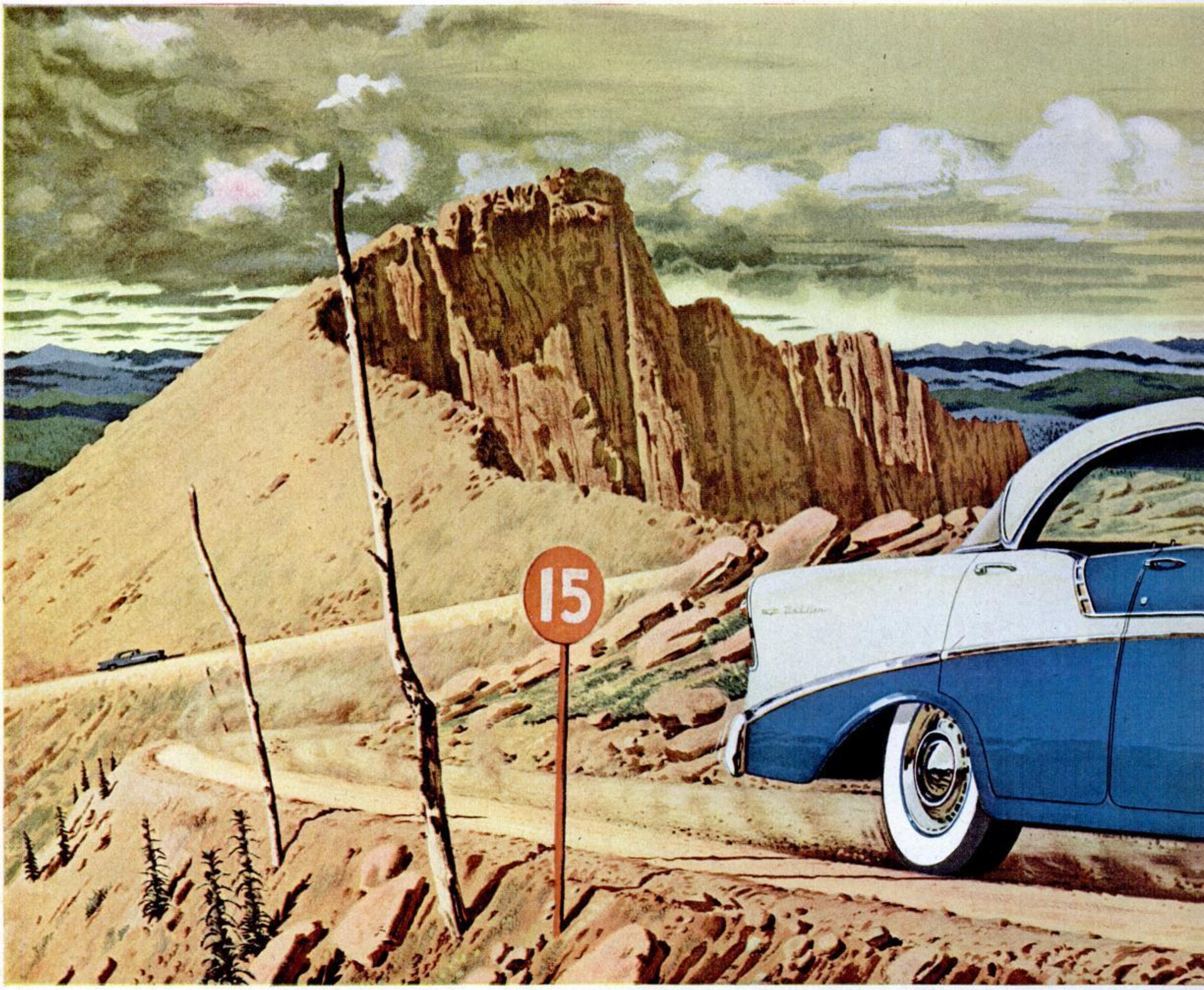
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Nothing without wings

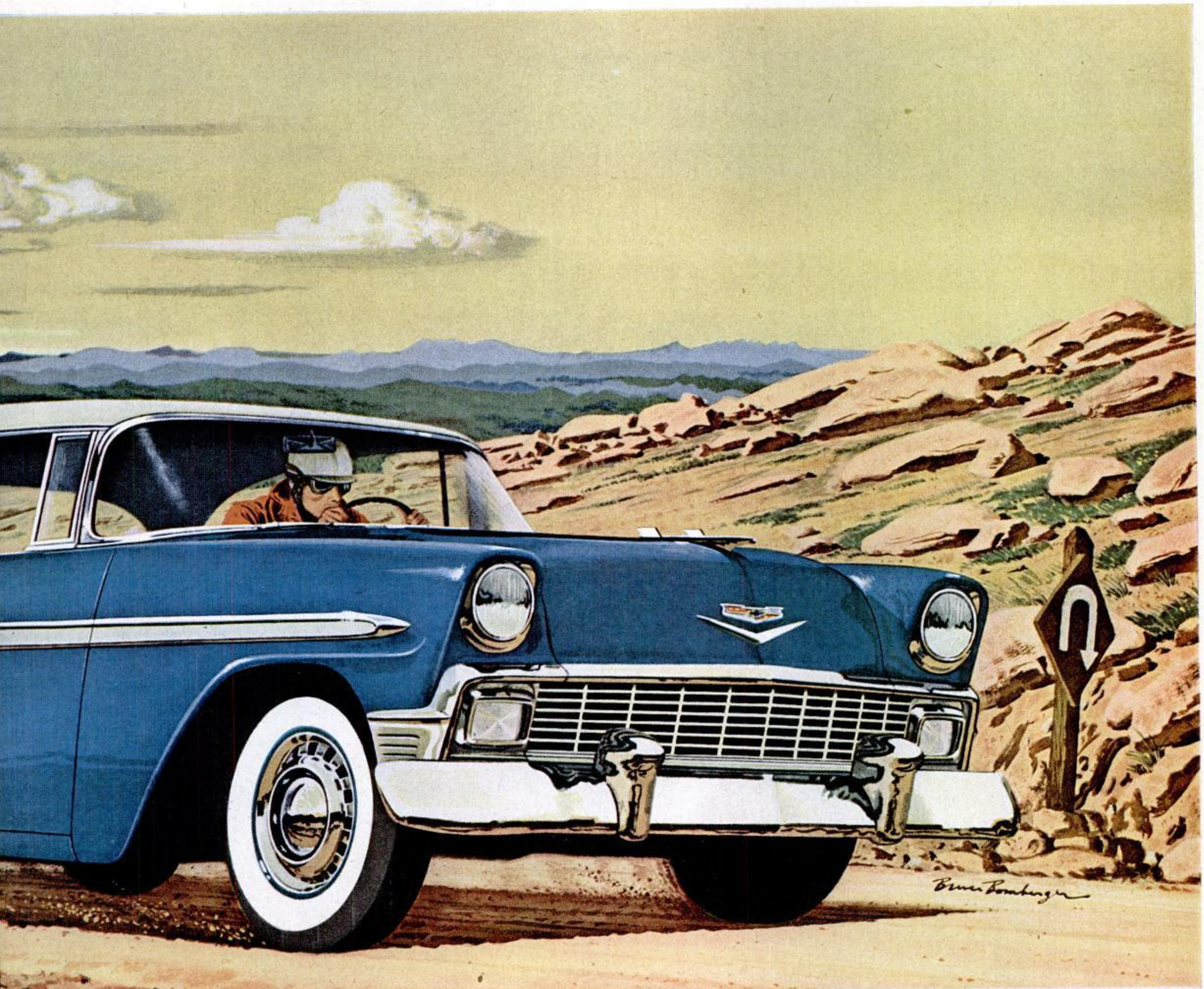
This new Chevrolet handles hills like they aren't even there! Aim it up a steep grade—and you'll see why it smashed the old record for the Pikes Peak climb—and set a new one!

Ever level off a mountain with your foot? Nothing to it. Just point this new '56 Chevy uphill and ease down on the gas.

In the merest fraction of a second you sense that big bore V8 lengthening out its stride. And up you go with a silken rush of power that makes a mountain seem as flat as a roadmap!

For nothing without wings climbs like a '56 Chevrolet! This is the car, you know, that broke the Pikes Peak record. The car that proved its performance on towering grades in the thin air of altitudes up to 14,110 feet. The car that proved its cat-footed

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The new Bel Air Sport Sedan (one of two new 4-door hardtops) shown on the Pikes Peak road where Chevrolet broke the record.

climbs like a '56 Chevrolet!

cornering ability and nailed-down stability on Pikes Peak's vicious switchback turns. And *all* these qualities that make the new Chevrolet a record breaker mean more driving safety and fun for you.

You'll see that when you *drive* the new Chevrolet. You've 19 frisky new models to choose from—including two new 4-door hardtops (one's shown above) and two new 9-passenger wagons—with new higher horsepower ranging up to a top of 205! Drop by and borrow the key to one, soon.

SEE YOUR CHEVROLET DEALER

THE HOT ONE'S EVEN HOTTER



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I'm in love with the lotion that stops "detergent hands"

... in love with the new bottle, too!

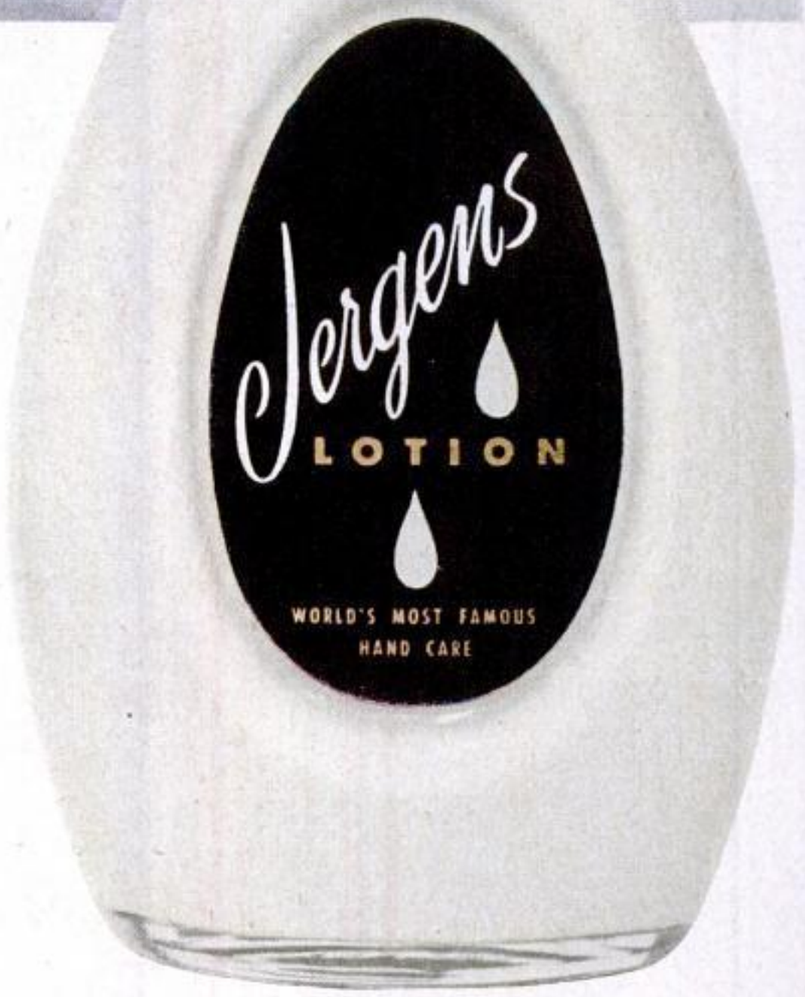
Both these hands were soaked in detergents. Only one – the right – was given Jergens Lotion care. Amazing difference, isn't it?

And this is a *typical* result of a scientific test* that included 447 pleased women!

No other lotion similarly tested was nearly as effective. Jergens Lotion has been steadily improved for over *fifty years*. In old or new bottle Jergens is the richest, creamiest ever – never sticky or greasy.

Use Jergens Lotion for *all* your hand problems. Still 10¢ to $1.00, plus tax.

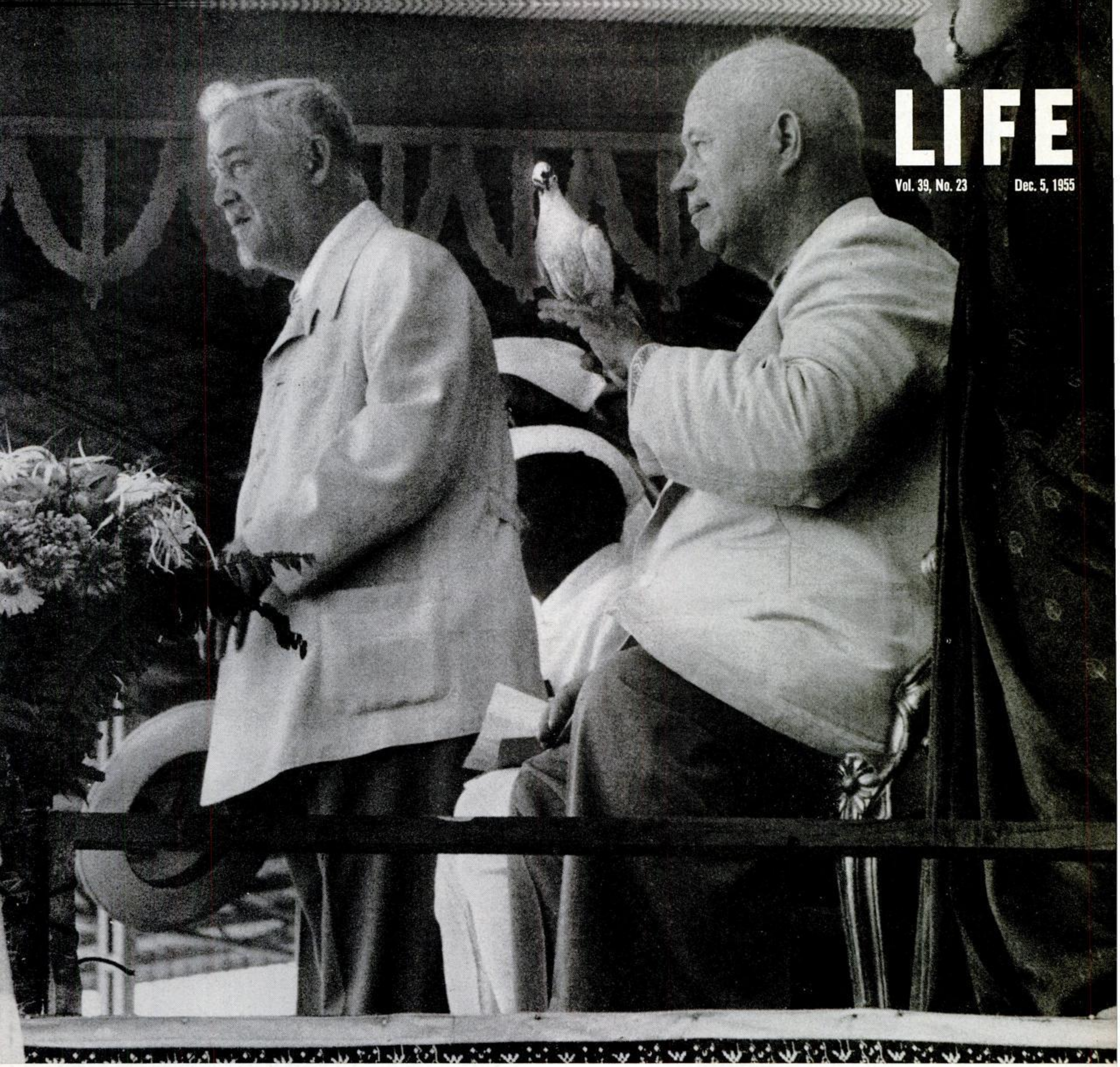
JERGENS LOTION POSITIVELY STOPS "DETERGENT HANDS"



**Notice to doctors and dermatologists. For a summary of above report, write to The Andrew Jergens Co., Cincinnati, O.*

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LIFE
Vol. 39, No. 23 Dec. 5, 1955



IN SYMBOLIC GESTURE, UNDERSCORING SOVIET PROPAGANDA, KHRUSHCHEV HOLDS DOVE IN HAND AS HE AND BULGANIN ATTEND INDIAN RALLY IN BOMBAY

THE HAPPINESS BOYS IN 'THE ROAD TO INDIA'

RUSSIANS WOO BIGGEST NEUTRAL

Literally with dove in hand, Soviet Premier Nikolai Bulganin and Communist party chief Nikita Khrushchev hit the road to India, trying to beguile the world's biggest neutral into active cooperation with the Soviet Union. For so important a prize they scheduled an India-wide courtship tour lasting 18 days.

Everywhere they went, the Russians received tumultuous ovations. These were organized by the Congress Party of India's Prime Minister Nehru, who had been pleased by his recent trip to Russia (LIFE, June 20), and who clearly wanted his country to have closer ties with the Soviets. The atmosphere being favorable, Bulganin and Khrushchev moved in.

They beamed appreciatively at the many gifts they received and moved with genial assurance among crowds and dignitaries. They exploited the important forum of the Indian parliament to praise Nehru's neutralism and to assail the alleged Western "policy of threats by atomic weapons," which many Indians believe exists.

It did not all go smoothly. During the visit Bombay Communists embarrassed the Russians by helping to stage a bloody riot in which 15 were killed and 200 hurt. And the British Foreign Office, in an extraordinarily strong statement, denounced as "thoroughly hypocritical" Bulganin's claim that the Soviet policy was one of nonintervention. If these blows disturbed Bulganin and Khrushchev, they gave no sign of it as they pursued their folksy whistle-stop politicking across the vast Asian subcontinent.

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SOME WELCOME GIFTS: BOUQUETS, BONNETS AND A GOOD-LUCK MARK



LOADED WITH FLOWERS—marigolds and tuberoses—gay Bulganin (*left*), Khrushchev and interpreter attend informal reception on arrival in New Delhi.



WAIST-LENGTH WREATHS drape the two Russian bigwigs as they take a tour around New Delhi's Great Mosque during their first full day of sightseeing.



JAZZED UP IN ZARAS, FESTIVE LOCAL GOLD-EMBROIDERED CAPS, RUSSIAN



KNEE-LENGTH NECKPIECES hang from Bulganin and Khrushchev as they review guard at Nangal railroad station, en route to site of giant Bhakra Dam.

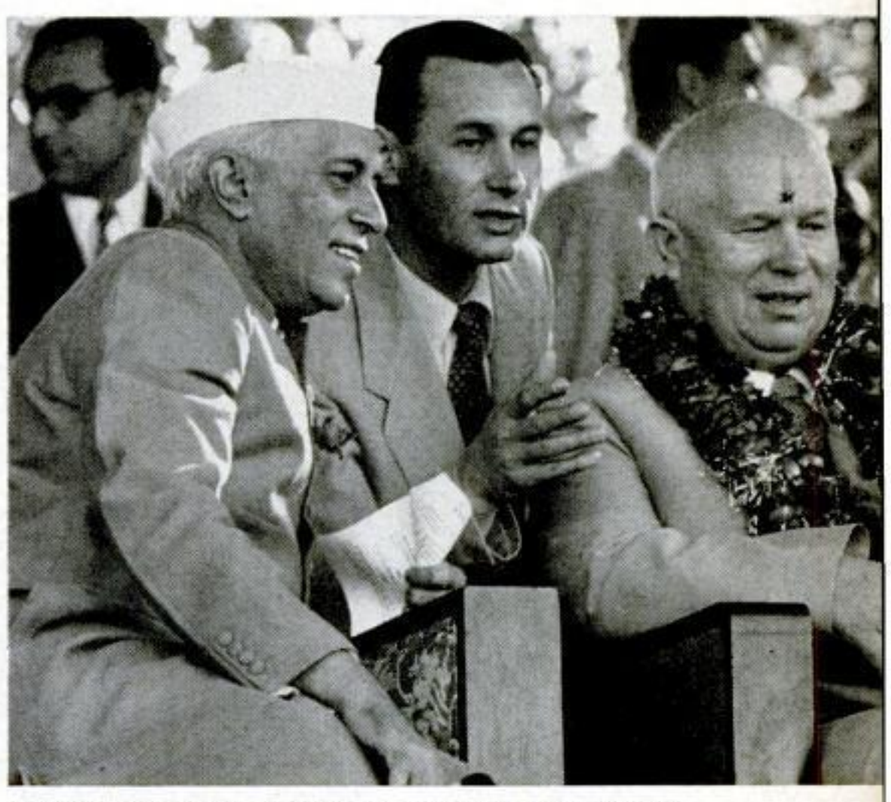
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LEADERS AND HIGH INDIAN DIGNITARY BEAM AT APPLAUSE IN VISIT TO THE HISTORIC FORT IN AGRA



"TILAK" MARK, Indian way of wishing luck, is put on Bulganin's brow at New Delhi children's rally.



TILAKED KHRUSHCHEV, also marked by welcomer, watches the rally with Nehru and an interpreter.



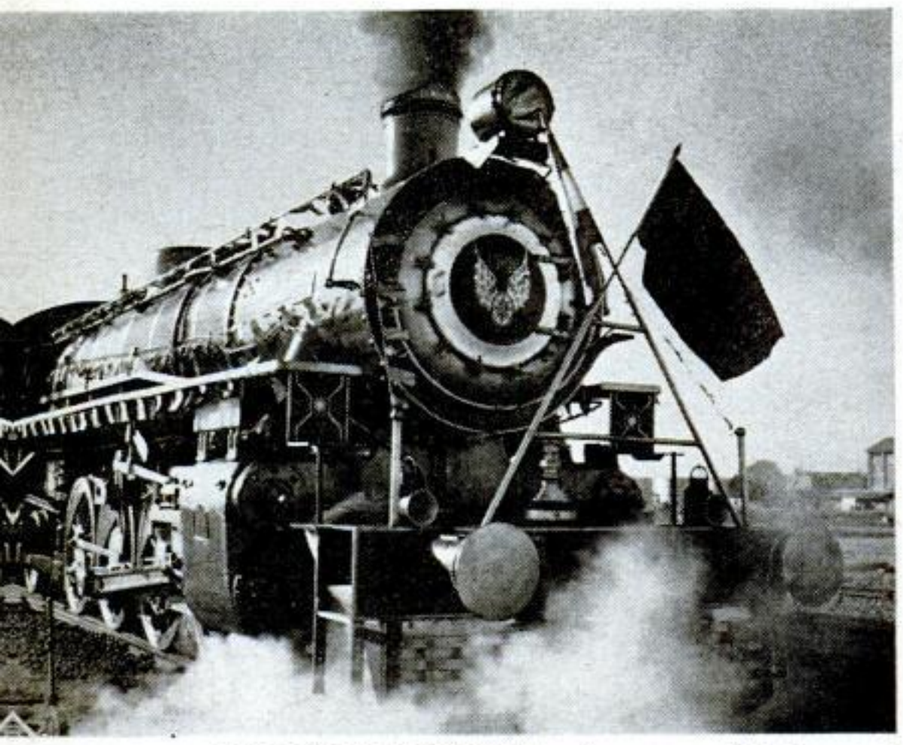
GANDHI CAPS adorn Russian heads in Bombay. Khrushchev is giving the traditional Indian folded-hand greeting during their triumphal motorcade entry into the city. Mass ovation for Bulganin and Khrushchev brought out a great part of Bombay's 3 million people, completely paralyzed traffic for nearly three hours.

CONTINUED

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Russian Road to India CONTINUED

BANQUETS, PARADES BUT TOASTS IN TEA



BEDECKED ENGINE bearing crossed Indian and Soviet flags draws the 19-car special train in which the Soviet bosses are making their India-wide tour.



HONORING GANDHI, Russians put on shoes, removed as they laid wreath at grave. Hitherto Soviet propaganda has attacked Gandhi as a "reactionary."



MISSPELLED WELCOME greeted the Russians at New Delhi. They promptly picked up slogan on banner and made it keynote of many of their speeches.

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TURNOUT OF A MILLION in New Delhi cheers the Soviets as they ride in an open Cadillac (*left front*) with Nehru. Procession came through India Gate (*rear*) down National Way and went to Indian president's residence where Bulganin and Khrushchev occupied the Tagore and Hyderabad suites.



← **AT STATE BANQUET** for 100, given by Nehru in presidential palace, Bulganin (*left center*) and Khrushchev flank Nehru's influential daughter Indira.

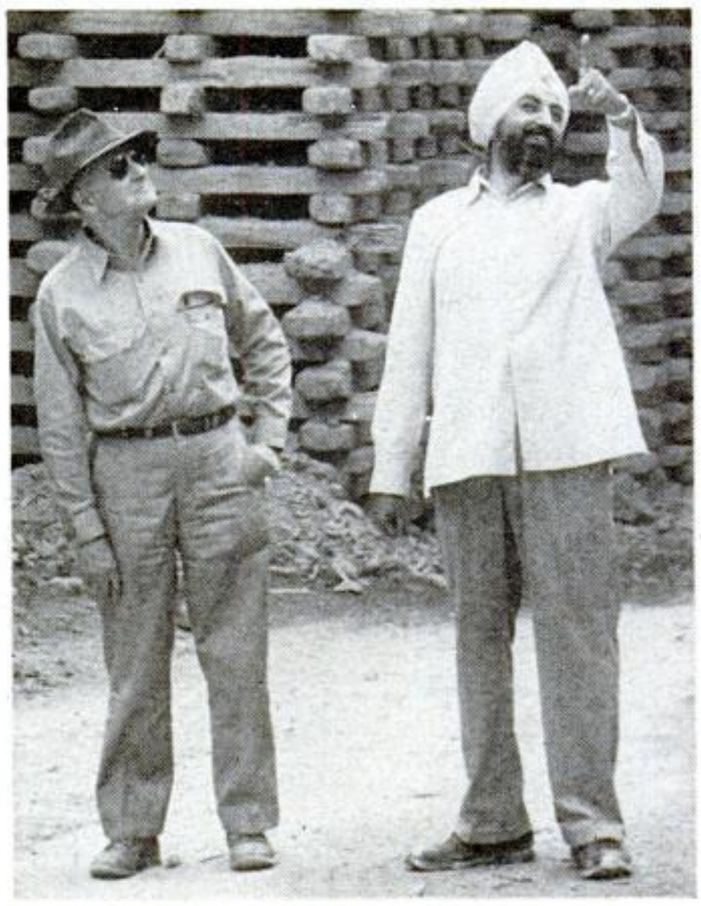
TEETOTALING IN PUBLIC, the Russians, who are ordinarily hearty drinkers, toast their hosts with tea due to Hindu insistence on prohibition.

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ALREADY ON THE LINE: U.S. TECHNICAL AID, FOOD AND FUNDS . . .



WHEAT LOAN, $190 million worth, was made to India during 1951 famine. Madame Pandit, then Indian ambassador, watches wheat loading in the U.S.



ENGINEERING ADVICE is provided by Harvey Slocum, who built Boulder and Grand Coulee, at India's Bhakra dam. Here he is with a Sikh associate.



AMIABLE RIVALS, Khrushchev and Slocum, banter at Bhakra. Khrushchev said Soviets would surpass U.S., Slocum offered him friendly competition.



HYDROELECTRIC PROJECT, built with the help of U.S. equipment, is progressing near Hirakud in Indian state of Orissa. Much of the work is done in primitive fashion, with women carrying away mud and rock in baskets. U.S. supplied power shovels, road scrapers, dump trucks to hasten construction.

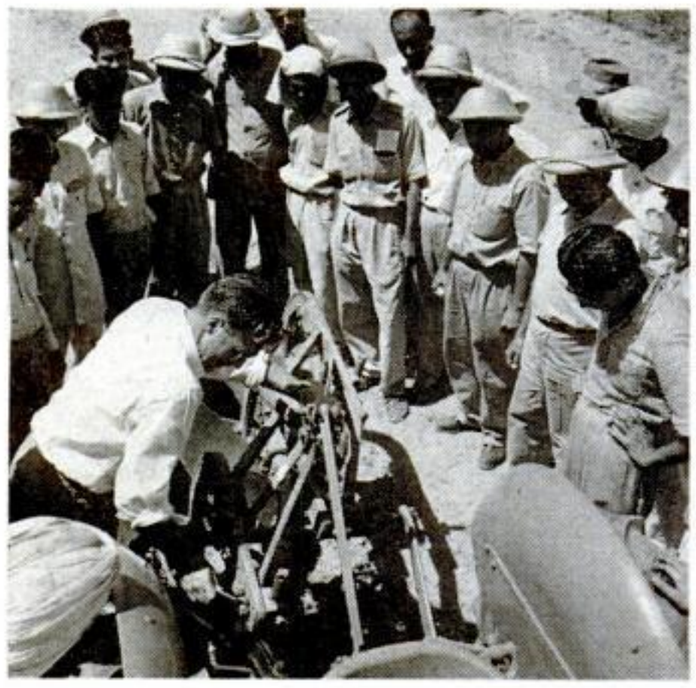
. . . BEST ANTE SO FAR, A HUG AND PROMISES

In a country where the U.S. has already helped create vast hydroelectric projects, the traveling salesmen of Communism made grandiose promises. At the Bhakra dam, the pride of all India, Nikita Khrushchev said grandly, "If you want our technical know-how, ask us."

It was a peculiar place for him to say this for the dam is being built under the direction of an American engineer, Harvey Slocum (*above*). U.S. equipment is going into many of India's dam projects. American government technical assistance and economic aid has amounted to $450 million in the last four years. Last week Henry J. Kaiser agreed to build a new $130-million steel plant expansion in India.

Against such a record of accomplishment, the Russians have so far done little but offer to build a $90-million steel mill on easy credit terms. The deal is not yet firm. Bulganin and Khrushchev spoke exuberantly of promoting Soviet-Indian trade, giving Soviet technical assistance and sharing data on atomic energy. As of last week, they had not made a major specific commitment.

In a country of mushrooming population and inexhaustible needs for every kind of aid, from foreign capital to technical assistance, such words sounded fair. The gregarious presence of the touring Soviet leaders was a powerful reminder that if U.S. aid should falter (*see Editorial*), India and the 370 million Indians might be eager to embrace some new friends.



MECHANIZED FARMING is advanced at the Indian government's Central Tractor School as a Point Four expert demonstrates to a group of students.



ANIMAL HUSBANDRY is taught Indian members of a Rotary Club by a U.S. Point Four specialist. He is providing them instruction in sheep judging.

AMIABLE EMBRACE finds Premier Bulganin hugging girl guide who has just tied kerchief around his neck. In Russia, Soviet girls did the same for Nehru. →

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A LOOK AT THE WORLD'S WEEK



MAN IN A WINDOW GIVEN THE GATE

In Brazil President Café Filho and his family were virtual prisoners as they looked out of their Rio apartment. Ill, Café had turned over his office to a successor who was deposed by the army for being against newly elected officials (LIFE, Nov. 28). Well again, Café then demanded his office back, but the army took over and the legislature declared a state of siege to keep him out.

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THE AGING ORDEAL, THE EXONERATION

The face was aged far beyond its 39 years by the nightmare that would last a lifetime. In her first appearance since the fatal shooting of her husband (LIFE, Nov. 14), Ann Woodward seemed numb as she left for the district attorney's office (*left*) and later burst into tears (*right*). But a grand jury found no evidence of crime and Mrs. Woodward pleaded to be left alone with her sons.

TOPS ON MARQUEE AFTER 50 YEARS

Half a century ago a child actress billed as Helen Hayes Brown captivated audiences. Last week, commemorating her 50th year on stage, Broadway honored Helen Hayes as it had only one other living actress, Ethel Barrymore. It named a theater—the old Fulton—after her. As it was being spruced up, Helen Hayes gave the Helen Hayes Theatre a rapturous first look around.

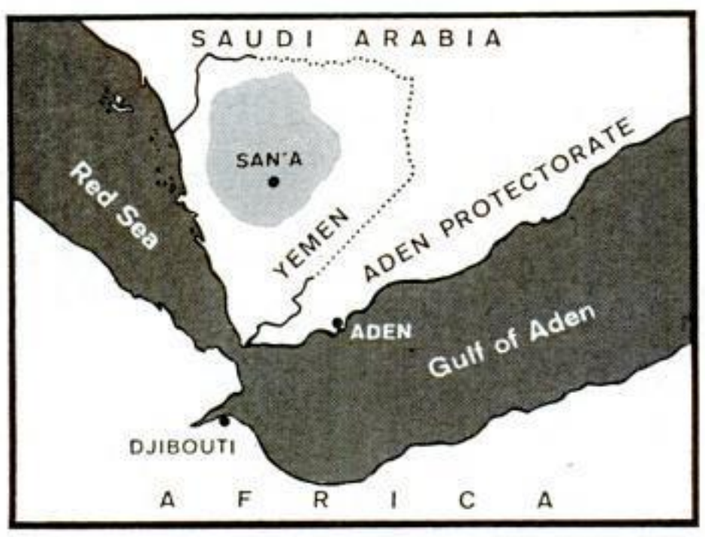
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OPERATOR GABLER IN HIS WASHINGTON OFFICE



IN YEMEN, GABLER TRAVELED MAINLY BY A STALLION NAMED RA'AD (THUNDER) LOANED BY THE KING.



YEMEN'S RICHES are believed concentrated in shaded area surrounding capital. U.S. concession covers northern two thirds of country. Dotted frontier line is unmapped or disputed with neighbors.

FORBIDDEN YEMEN YIELDS TO A

In the shadow of a mile-high, walled city which few Americans have ever seen, a little-known businessman has just negotiated the opening of one of the world's most inaccessible countries to U.S. capital. The kingdom of Yemen (pop. 5 million) at the southern tip of the Arabian peninsula, linked in legend to the Queen of Sheba, reached its peak in the Sixth Century B.C., then slipped into centuries of oblivion.

The people of Yemen today till their mountainsides, chew narcotic *kat* leaves and are only now beginning to overcome their suspicion of the outside world. Their king, Imam Ahmad, rules with stern, absolute justice. Last spring he beheaded a plotting half brother (LIFE, May 2). The king has hired some German prospectors but has doggedly blocked Western bids to tap Yemen's potential riches: iron, copper, gold, possibly uranium and shale so saturated with oil that it blazes at the touch of a match.

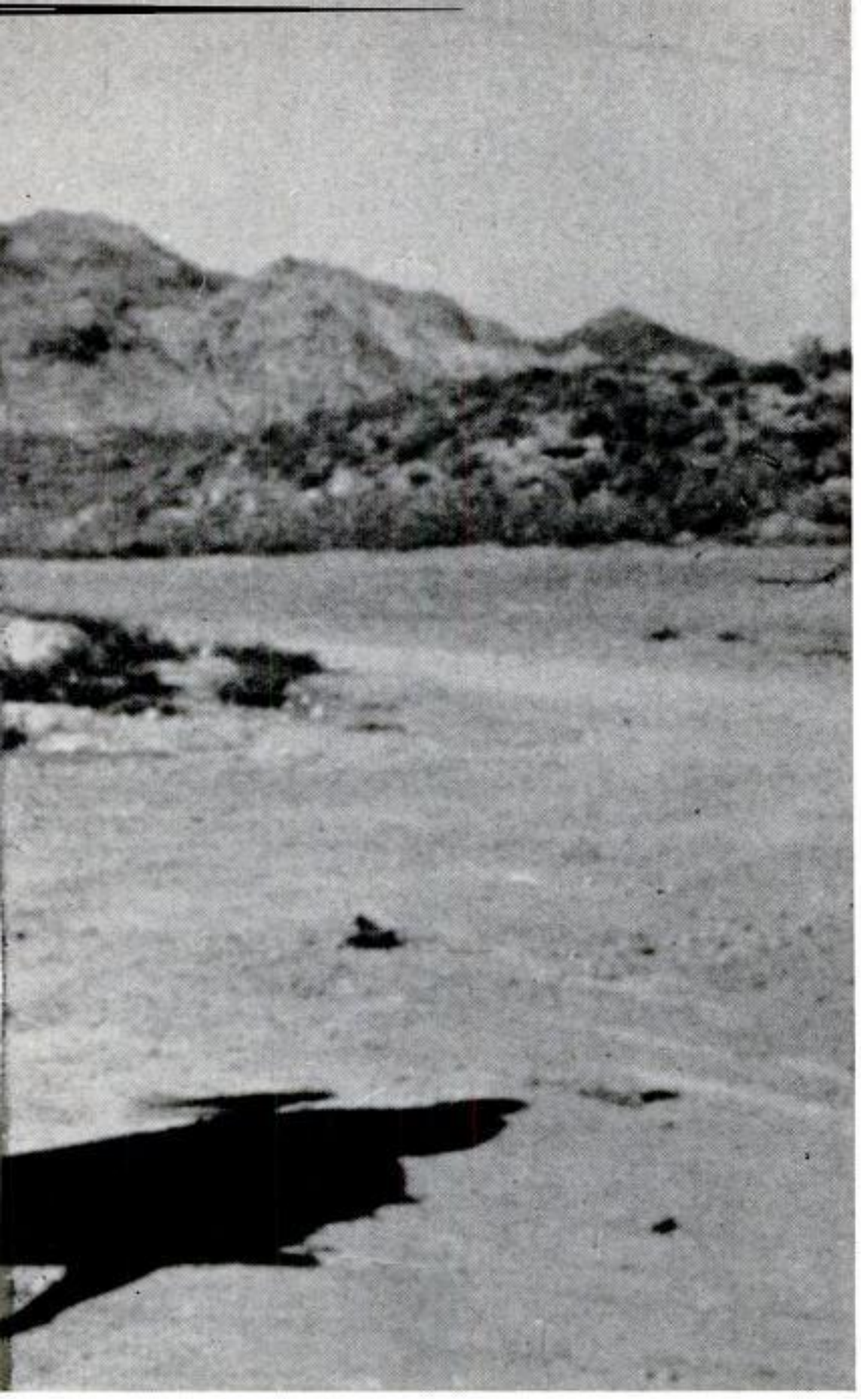
The man who has now persuaded Yemen's king to change his mind is Walter S. Gabler,



PROSPECTING PARTY examines rock samples deep in the mountains of Yemen's rugged interior.



HONOR GUARD met Gabler at many stops. Here (*on steps*) he visits local governor for luncheon.



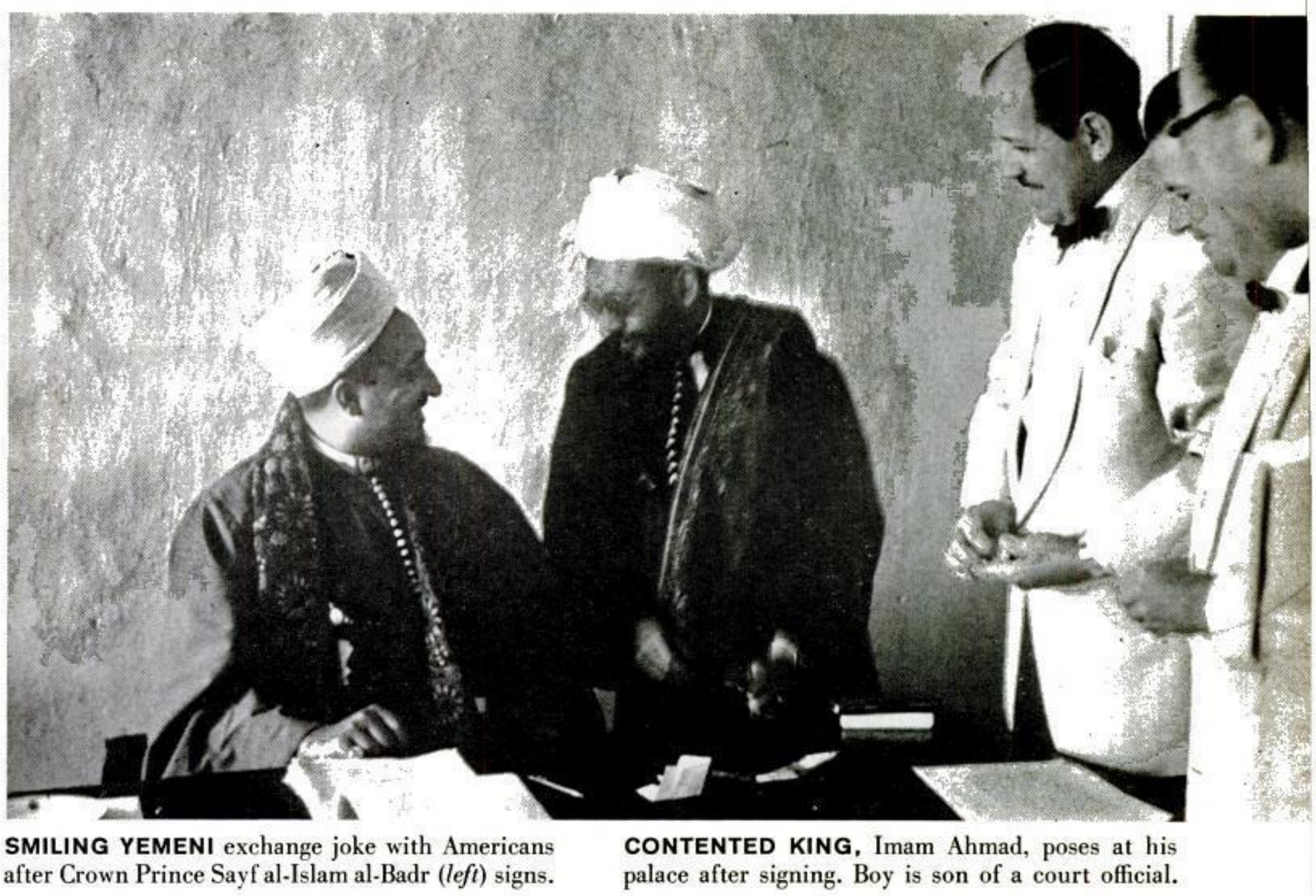
BODYGUARD TRAILED HIM EVERYWHERE ON FOOT

YANKEE'S OFFER

42, a Virginia farmer who turned international promoter in 1949, helped organize a European oil concession in Egypt in 1951. Last summer he persuaded George E. Allen, financier and crony of presidents, to raise $20 million for a similar project in Yemen. In less than a month in Yemen, Gabler negotiated his deal. In return for a 50-50 split of the profits, their company gets mineral and oil exploration and development rights to two thirds of the country, the last untapped corner of the Middle East.

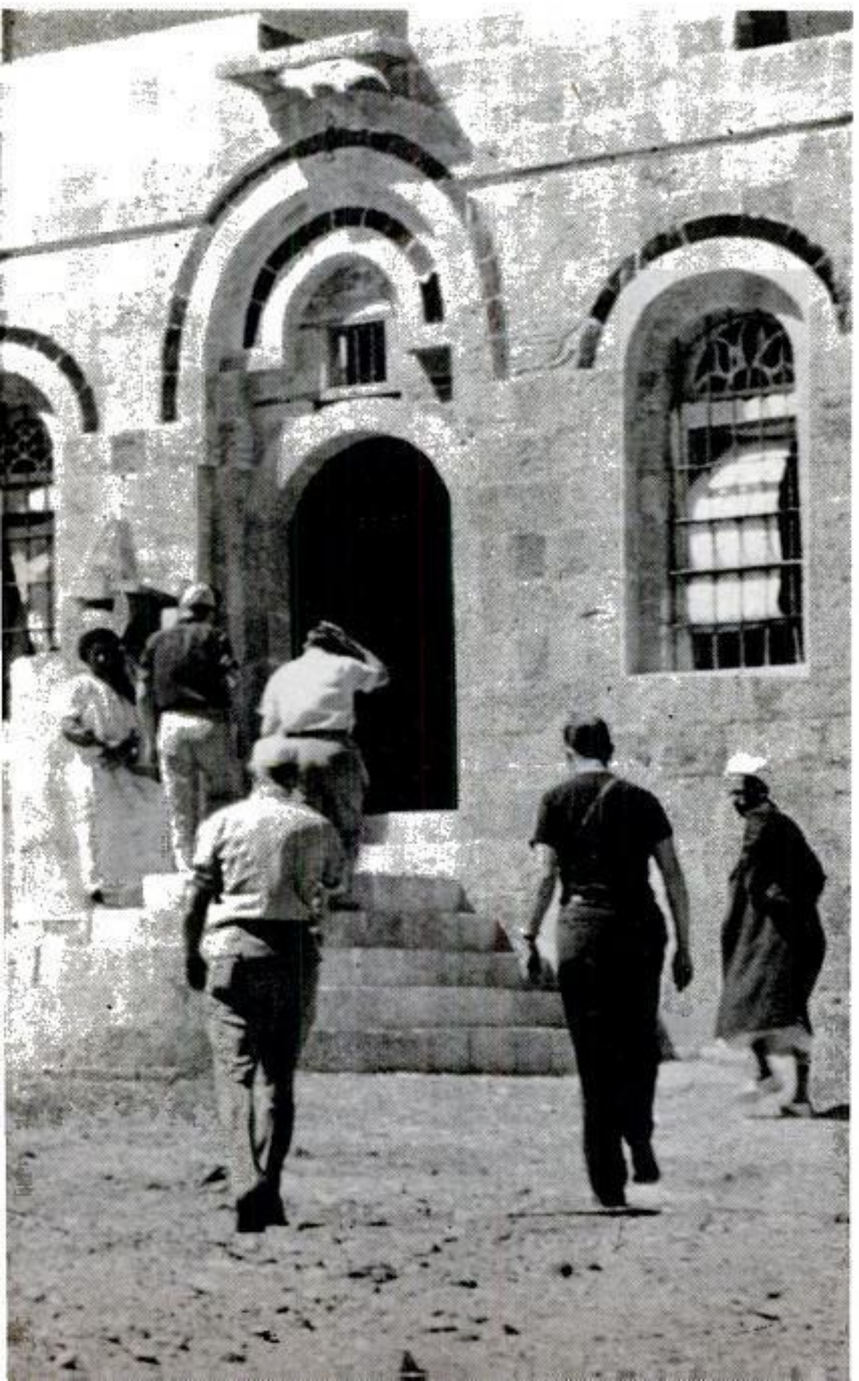


JUBILANT AMERICANS (*from the left*), Attorney Jack Jessen, Geologist John Crichton and Gabler, pump hands after State Minister Ibrahim (*with glasses*) affixes first Yemeni signature to contract.



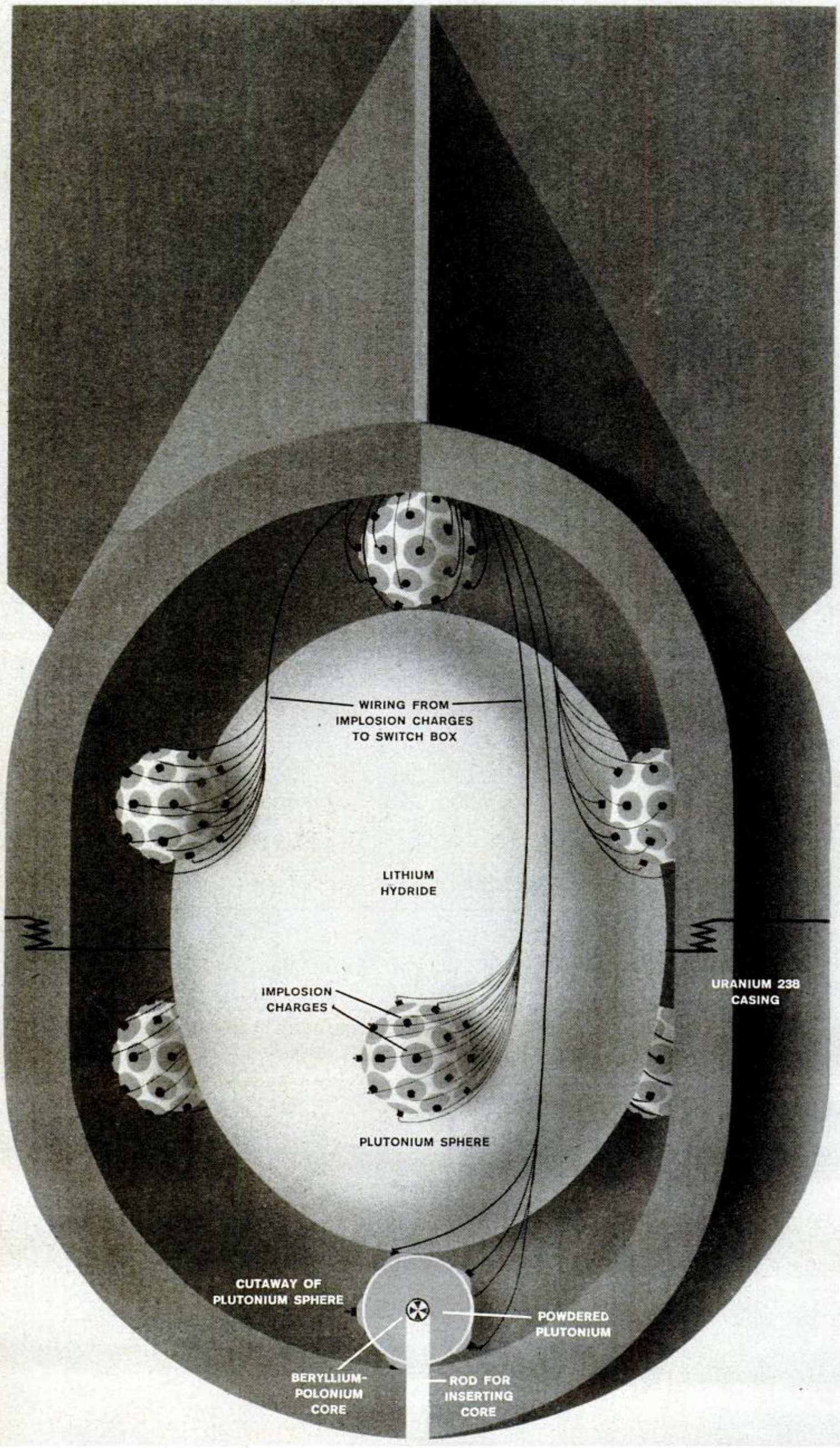
SMILING YEMENI exchange joke with Americans after Crown Prince Sayf al-Islam al-Badr (*left*) signs.

CONTENTED KING, Imam Ahmad, poses at his palace after signing. Boy is son of a court official.

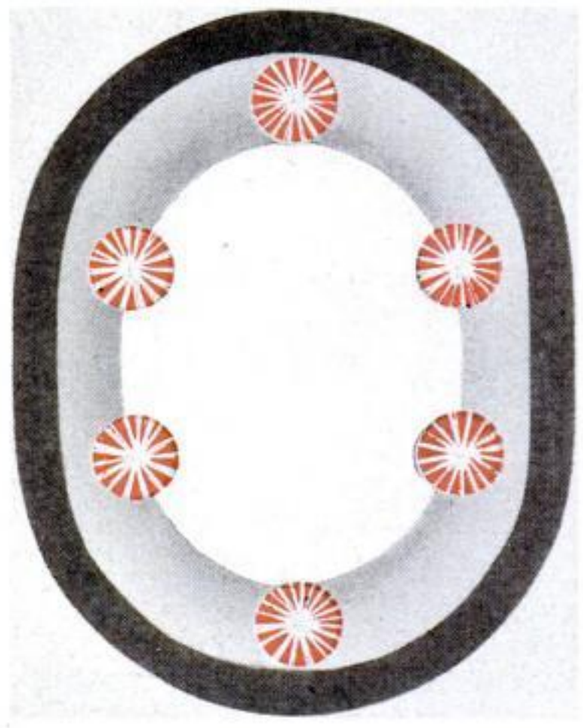




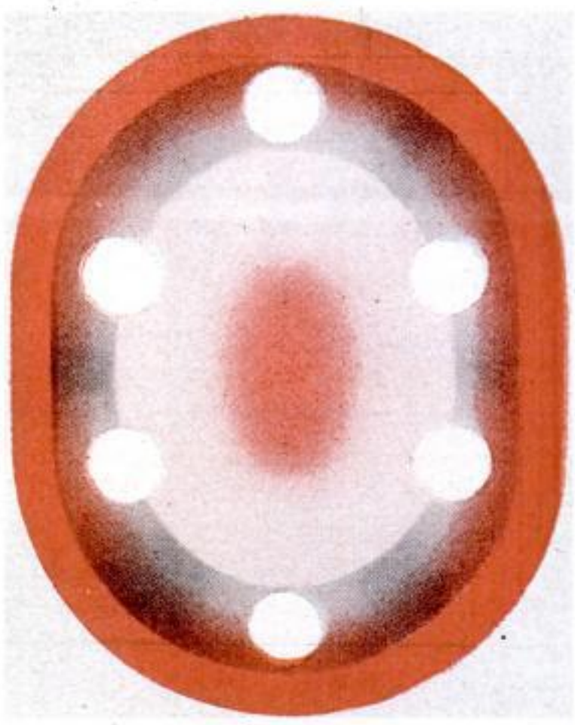
WHY THE H-BOMB IS NOW CALLED THE 3-F



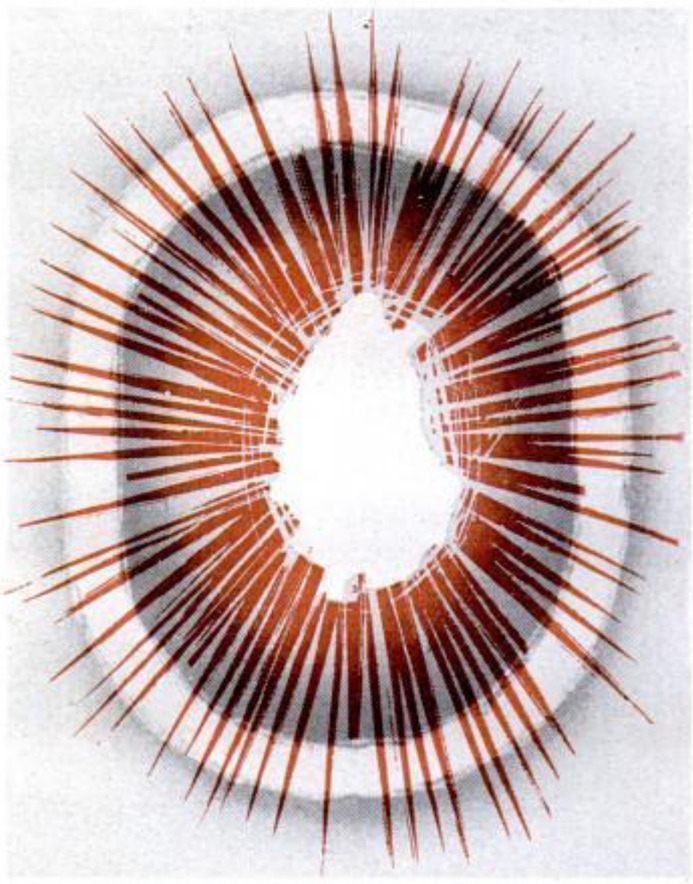
HYPOTHETICAL 3-F BOMB, shown in cutaway, is based on published information and gives only theoretical construction without indicating actual size or arrangement. Bomb has Uranium 238 casing enclosing lithium hydride, a compound containing hydrogen for fusion. Evenly spaced around lithium hydride are spheres of plutonium powder. Each is plastered with many electrically triggered implosion charges to set off bomb. Each has core of beryllium and polonium which produce neutrons to help start fission. Since polonium soon loses its radioactivity, fresh cores are inserted through casing at end of rods shortly before bomb drop. How explosion proceeds is shown in the three drawings at the right.



EXPLOSION SEQUENCE begins when plutonium is imploded into masses of proper size for fission.



FISSION HEAT BLAST, held in by the red-hot casing, focuses on lithium hydride to cause fusion.



NEUTRON BLAST from fusion, fissions the U-238. Three-stage sequence lasts millionths of a second.

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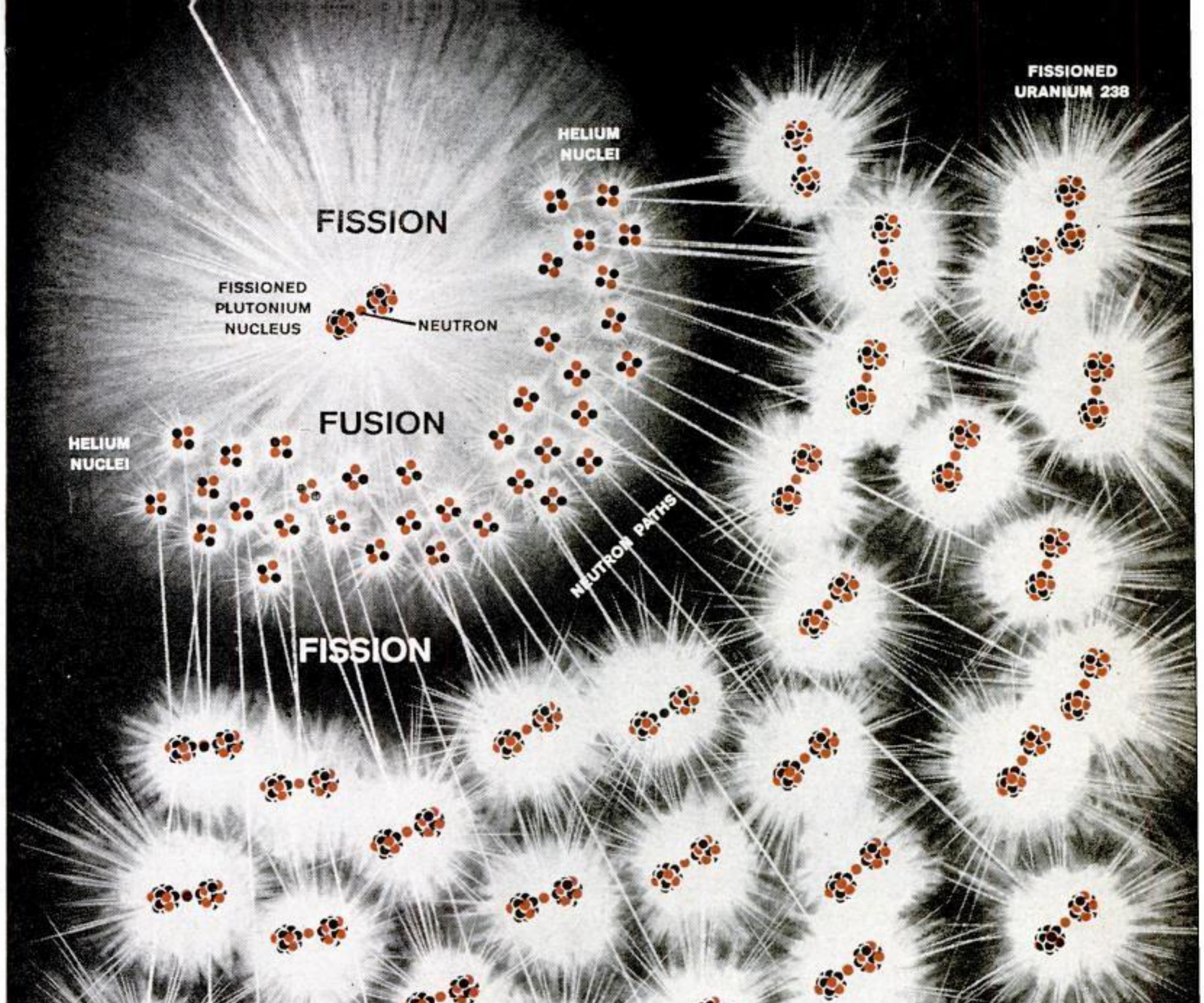
U.S., Russians appear to use fission-fusion-fission principle

Last week the U.S. learned that Russia had set off its biggest H-bomb to date and that the U.S. might test some of its own next spring. The reports gave added import to a new theory which scientific observers have evolved concerning the way the H-bomb works. Their deductions were getting a lot of attention last week because of a speech by AEC Commissioner Thomas E. Murray which gave a clue as to the materials used in building them.

Until recently the H-bomb was thought to be powered mainly by fusion of heavy hydrogen atoms. The intense heat needed to bring about fusion was thought to come from an A-bomb trigger which by splitting Uranium 235 or plutonium atoms in nuclear fission released enormous amounts of energy.

But when a Japanese fishing boat, the *Fortunate Dragon*, was showered with radioactive dust near 1954's first test H-blast, scientists knew that such a heavy fallout could not have come from fusion or from a small fission trigger. A fission trigger would produce relatively little radioactive debris, and fusion produces none. The fallout could only have come from a mass of uranium so huge that it must account for most of the bomb's explosive power. From these calculations emerged a new concept of the bomb which is shown in the drawings on the opposite page.

This superweapon is a fission-fusion-fission bomb—a 3-F bomb. It has a fission trigger which causes fusion. The fusion in turn acts as a booster to give the bomb its big punch which comes from the final fissioning of Uranium 238. This is the plentiful form of the metal which yields minute quantities of its dangerous isotope U-235 whose fissioning powers ordinary atom bombs. Ordinarily U-238 resists fissioning. But when it is struck by the intense hail of fast neutrons released by the fusion (*diagram at right*), even Uranium 238's tough atoms give way and fission with a force equivalent to 10 to 20 million tons of TNT.



FISSION-FUSION-FISSION sequence, shown in diagram, illustrates how reaction's explosive force increases at each stage. Neutron splits a plutonium nucleus (*top, left*) to start fission. Heat from fission causes fusion of many hydrogen nuclei into helium. Each fusion releases one neutron which causes a final fission, splitting Uranium 238 nucleus. Each fission yields 10 times as much energy as a fusion.



NUCLEAR BLASTS illustrate increased power of atomic weapons. The Hiroshima A-bomb (*smallest hemisphere*), had force of 20,000 tons of TNT. Modern A-bomb (*center*) has force of 500,000 tons of TNT. Fission-fusion-fission blast (*outer hemisphere*) may equal 20 million tons of TNT (20 megatons).

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LEAVING WASHINGTON, A HELICOPTER TAKES OFF OUTSIDE THE PENTAGON



ARRIVING, THE LAST (LEFT) OF THE HELICOPTERS CARRYING GOVERNMENT

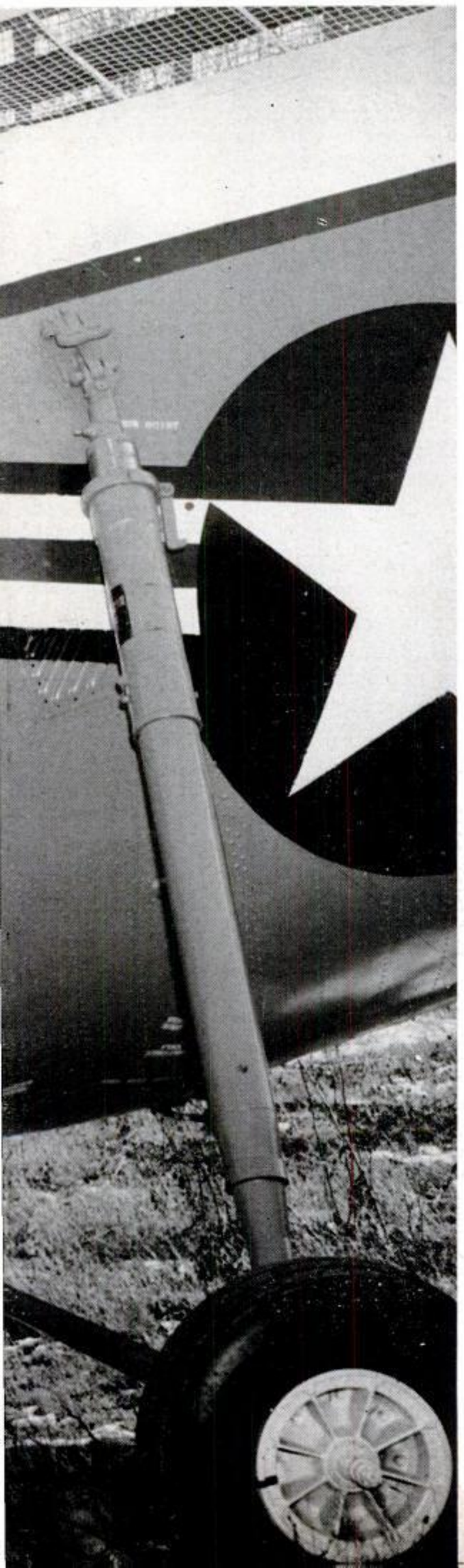
SECRETARY OF STATE DULLES JUMPS NIMBLY FROM THE HELICOPTER TO THE MUDDY FIELD AFTER FLIGHT FROM WASHINGTON. USING HELICOPTERS INSTEAD

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OFFICIALS LANDS NEAR CAMP DAVID

OF DRIVING SAVED AN HOUR'S TIME





THANKSGIVING OUTING at Gettysburg finds the President leading a pony named Tony as his grandchildren, David, 8, Susan, 3, and Barbara, 6, take a short ride in a wicker pony cart. Their father, John, is in the rear.

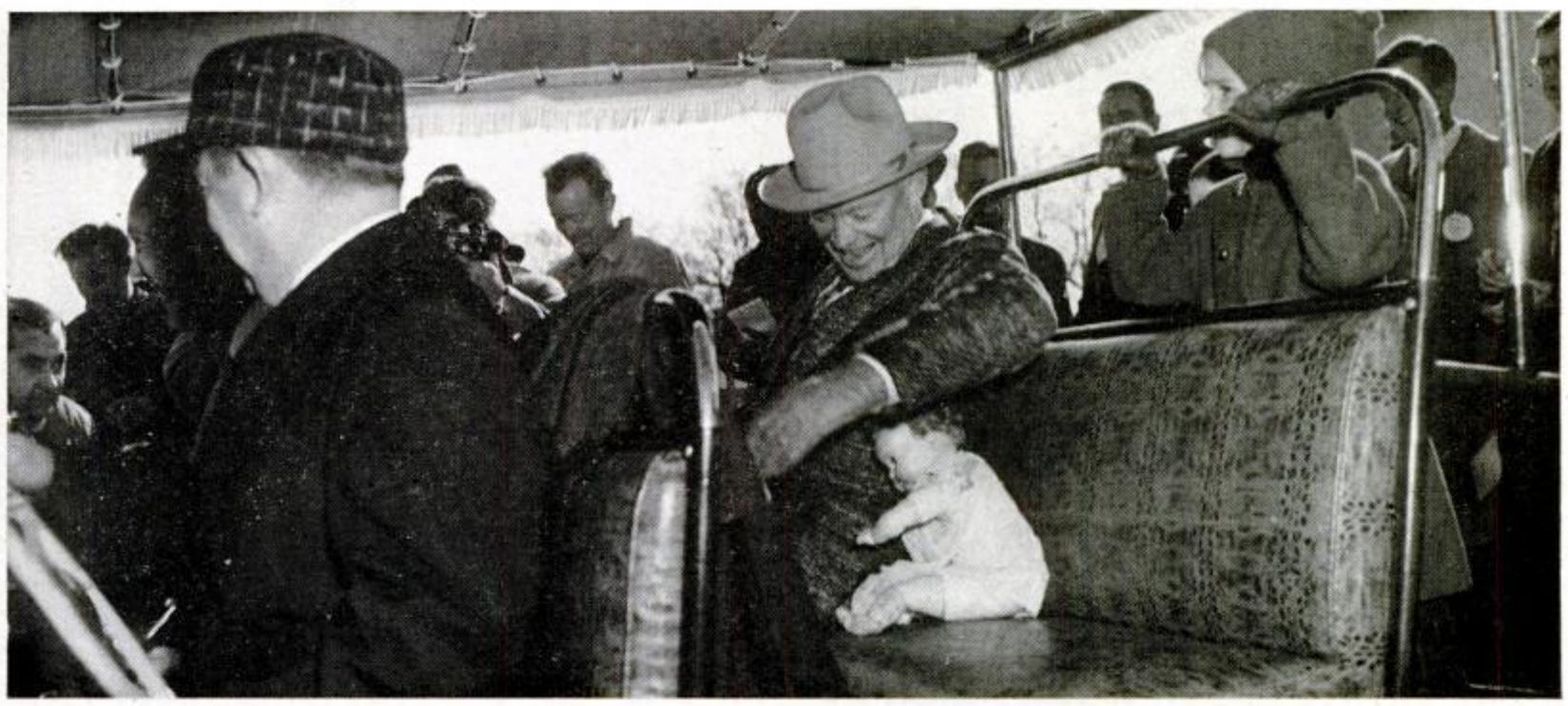
THE HELICOPTER CABINET

Advisers fly to meet fast-recovering Eisenhower before his holiday outing

Whirling down upon a muddy field near the presidential retreat Camp David in Maryland last week came four giant two-rotor military helicopters nicknamed "flying bananas." From them emerged most of the members of the Cabinet and the National Security Council. Operation Banana had brought them to their first full-scale meetings with the President since midsummer. Mr. Eisenhower, who motored over from his Gettysburg farm, was taking a long step toward resuming full charge of his office.

High on the agenda for the meetings were discussions of U.S. foreign policy in the wake of Geneva and of the President's State of the Nation message due in January. After the meetings came a quiet family Thanksgiving at Gettysburg and a buoyant outing for the President and his three grandchildren.

His doctors found the increased activity was causing the President no fatigue. He continued to be "satisfactory." Thus encouraged, Mr. Eisenhower scheduled more activity: his first postcoronary political conference with G.O.P. Chairman Leonard Hall, another round of Cabinet and National Security meetings, legislative conferences with congressional leaders of both parties. He would, he announced, move back into the White House in mid-December, a month earlier than he had planned in Denver.



GUARDING A DOLL for granddaughter Susan while she rides on the rear of his "golfmobile," the President waves a protective arm. John Eisenhower is in front seat with driver as they return to the farmhouse after the pony ride.

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EDITORIAL

LET'S NOT QUIT WHILE WINNING

THE U.S. CUTS ITS BETS JUST AS REDS ARE STEALING OUR AID-TRADE STRATEGY

In Washington, among the bureaus most keenly attuned to the ups and downs of the cold peace, the horrible suspicion is dawning that the slippery Russians are turning against us our own strategy of economic aid and technical assistance.

Khrushchev and Bulganin, those traveling salesmen of Communist Point Four and goodwill, helped the dismal feeling with their baby-kissing tour of India and their lavish-sounding promises of ruble loans and technical scholarships. Even more alarming was Egypt, which the West had assumed was safely anchored. Instead, the Communist bloc, in a series of brilliant maneuvers, has gathered Egypt into its trade orbit, swapping guns, planes, kerosene and locomotives for cotton and lime. Result: Egypt's exports to the Communist bloc, normally only 20% of its total trade, *this year are running at the rate of 53%*. Not only that; the Soviets have just made a well-timed offer to provide Colonel Nasser with $200 million and the engineers he needs to start the project closest to his heart—the Aswan dam to make the world's biggest power and irrigation project on the upper Nile.

•

Such examples are multiplying. Soviet aid technicians have reared huge new grain elevators on the skyline of Kabul, capital of Afghanistan; others are building flour mills and paving streets. Czech trucks are sold in Jordan and Czech tractors in the Sudan. Ceylon is getting Soviet-made carpenter tools; Red China is swapping rice for Ceylon's rubber. The Soviet has offered Turkey long-term loans to finance three cotton-textile mills, and Czechoslovakia is offering to provide the textile equipment; Hungary, a power plant. East Germany is swapping shoddy pseudo-Volkswagens for Norwegian fish. A startling statistic: the Soviet Union is now turning out 53,000 engineers a year *vs.* 23,000 in the U.S. Ours study five days a week for four years; theirs, six days a week for five years—the extra study being devoted to the language and culture of lands marked for Soviet economic penetration.

All such facts are cause for sober concern but hardly for distress. What they show is an implied victory for the strategy the U.S. has followed since World War II's end, a decade in which we have staked the staggering sum of $35.7 billion in the hope of fending off Communism in non-Communist countries by helping them build prosperous free economies. While we were doing this, the Communists were trying unsuccessfully to wreck these same economies through strikes, subversion and sabotage. Their attempts to seize power by insurrection in India, Indonesia, the Philippines and Burma failed. Their decision to try technicians instead of truncheons is an admission of this failure. As imitation, it is the sincerest form of flattery for the wisdom of our own strategy.

A good poker player, who has staked big bets on strong cards, increases his bets still more when he discovers he has a winning hand. The U.S., with its $35.7 billion bet on the ability of the world's greatest productive machine to enlarge the free world's trading area by priming its pumps of production, ought to be increasing its own stakes in this showdown game. Incredibly, it is doing just the opposite. Two weeks ago International Cooperation Administrator John B. Hollister announced a plan to withhold 20% of all foreign aid appropriations, as a sort of kitty for "future emergencies."

This is dollar wisdom and million dollar foolishness. It is a serious flaw in the Administration's otherwise sound approach to foreign policy. The flaw is in a tendency to tackle economic problems singly, in a tactic of putting out individual brush fires instead of evolving a coherent long-range world economic policy. In such a policy economic aid, technical assistance and increasingly liberalized trade, with a minimum of tariff and other restrictions, would all be meshed into a master strategy of enlarging everyone's trade, production and consumption.

To attempt this is neither philanthropy, charity nor sentimentalism but harsh necessity. It agrees with the expansive dynamic of U.S. capitalism—the belief in bigger pieces for everybody out of bigger pies. Only the U.S., whose 6% of the world's people use up 50% of the free world's production of raw materials, has the resources and the know-how to do the job. Experts who have studied the Asian-African investment problem believe that $3 billion a year—of which the U.S. government would need to put up no more than $2 billion on top of the $1 billion a year it is now spending in that area—could in a 10-year period achieve the desired end. Such an investment could plant the seeds of economic progress in the world's underdeveloped areas (where three fifths of mankind live) and get them well started toward modern, self-sustaining economic health. As to whether the U.S. can afford it, our national income *in the current year alone* is rising by $26.5 billion. As to whether we can afford *not* to do it, it cost us $22 billion—and nearly 34,000 lives—to keep Communism out of just one tiny country—South Korea.

Unless the world's foremost industrial power does meet the need, these people will inevitably turn to the Soviets, now the world's second industrial power. Its income is increasing at the rate of $8 billion a year; if only one fourth of that should be devoted to Communist Point Four, it could cause us severe losses. Many of the Communist promises are undoubtedly phony—*e.g.*, for a fraction of the promised sum to Egypt they could probably gain entree for their technicians. By the same token we should not be blackmailed into taking on any projects which don't make economic sense. But the danger is that Soviet lures will enmesh some of these countries before they discover the emptiness of the promises. And in the case of Red China, at least, they *are* delivering the real thing—economic aid of $1.6 billion a year and the help of thousands of expert technicians.

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The ultimate fate of Asia may depend upon the outcome of the competition between India's democratic economy and Red China's slave system. In this competition Red China already has the immense advantage of this Soviet subsidy. India, on the other hand, has to find an assurance of $1.7 billion in order to carry out its second five-year plan of industrialization. We will do well to keep this disparity in mind in our own plans.

With nuclear war tacitly outlawed, this problem is probably the greatest that will confront us in our lifetime. On its solution undoubtedly the alternative of peaceful development or bloody and unpredictable world upheaval likely depend. We can "nobly save or meanly lose." We shall fail most miserably of all if we seek to meet it only halfway, in pinch-penny and isolated gestures. Let us hope that President Eisenhower in his State of the Union message will unfold a policy to meet the problem with a boldness and imagination which not only will inspire the world but unite all Americans, and all parties, in true bipartisan purpose—to complete a victory already partly won.

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Hot diggity!

Hot Buttered Soup!

This is too good for you to miss. Hot Buttered Soup!

You take Campbell's Tomato Soup. Make it with milk (or water, if you prefer). Pour it into big, comfortable mugs or into a soup plate or a soup bowl. And top every portion, as you serve it, with a good pat of butter!

That's Hot Buttered Soup!

Smooth! Soothing! Strengthening! For there's more than flavor in that soup. There are Vitamin C and Vitamin A from ripe-red tomatoes, picked at flavor peak. There are essential minerals your body needs. There are warm liquids to help you relax—a good idea before bedtime.

Make Hot Buttered Soup with Campbell's Consommé, or try it with cream soups like Campbell's Mushroom, Chicken, Asparagus.

Try any soup you like—Campbell's make them all good. And they're extra-good as Hot Buttered Soup!



SOUPS SUPPLY BASIC NUTRITIONAL NEEDS

PROTEINS—for upkeep and growth

VITAMINS and MINERALS—for vitality

CARBOHYDRATES—for energy

LIQUIDS—for digestion

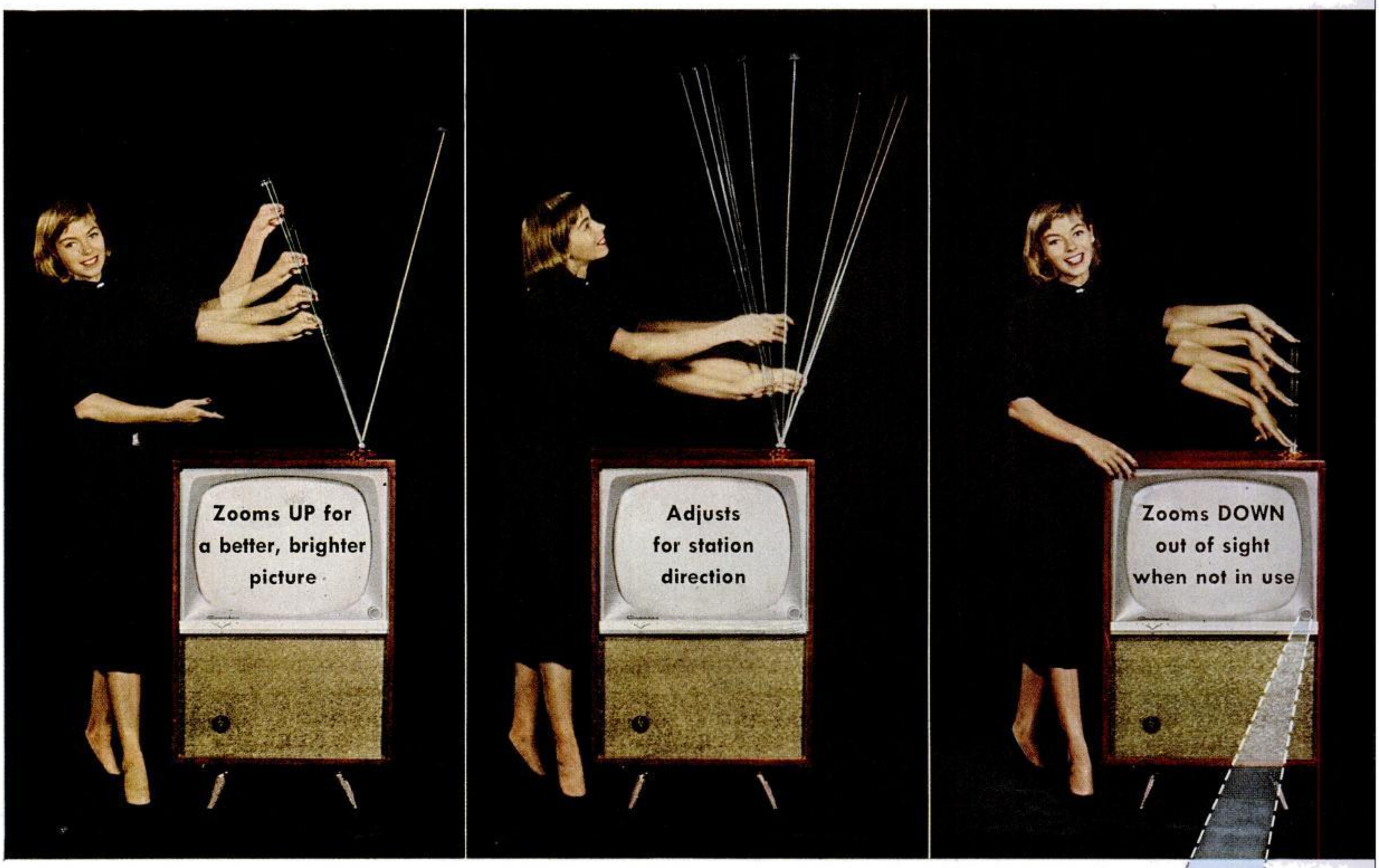
Once a day . . . every day . . . SOUP!

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NEW FROM CROSLEY

ZOOM·A·TENNA

A whole new idea in antennas for True View Television



Now millions can say goodbye to unsightly roof antennas . . . bid a fond farewell to pesky "rabbit ears." For *Zoom-a-tenna* is here! This modern miracle antenna zooms UP and can be adjusted for station direction and frequency—to give you a better, brighter picture. Then it zooms DOWN out of sight when your set is not in use.

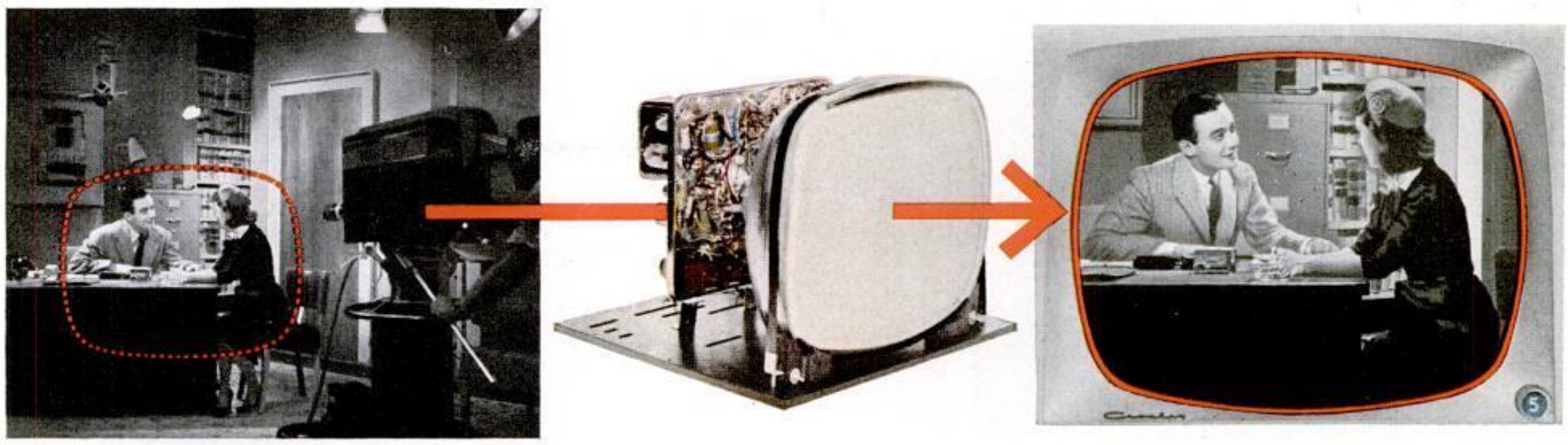
And *Zoom-a-tenna* is just *one* of the many electronic marvels you'll find in the Crosley Custom V. And back of every feature you see are countless others you *can't* see. They all add up to the *better picture* you always get from Crosley.

5

Exclusive Crosley "TV eye"

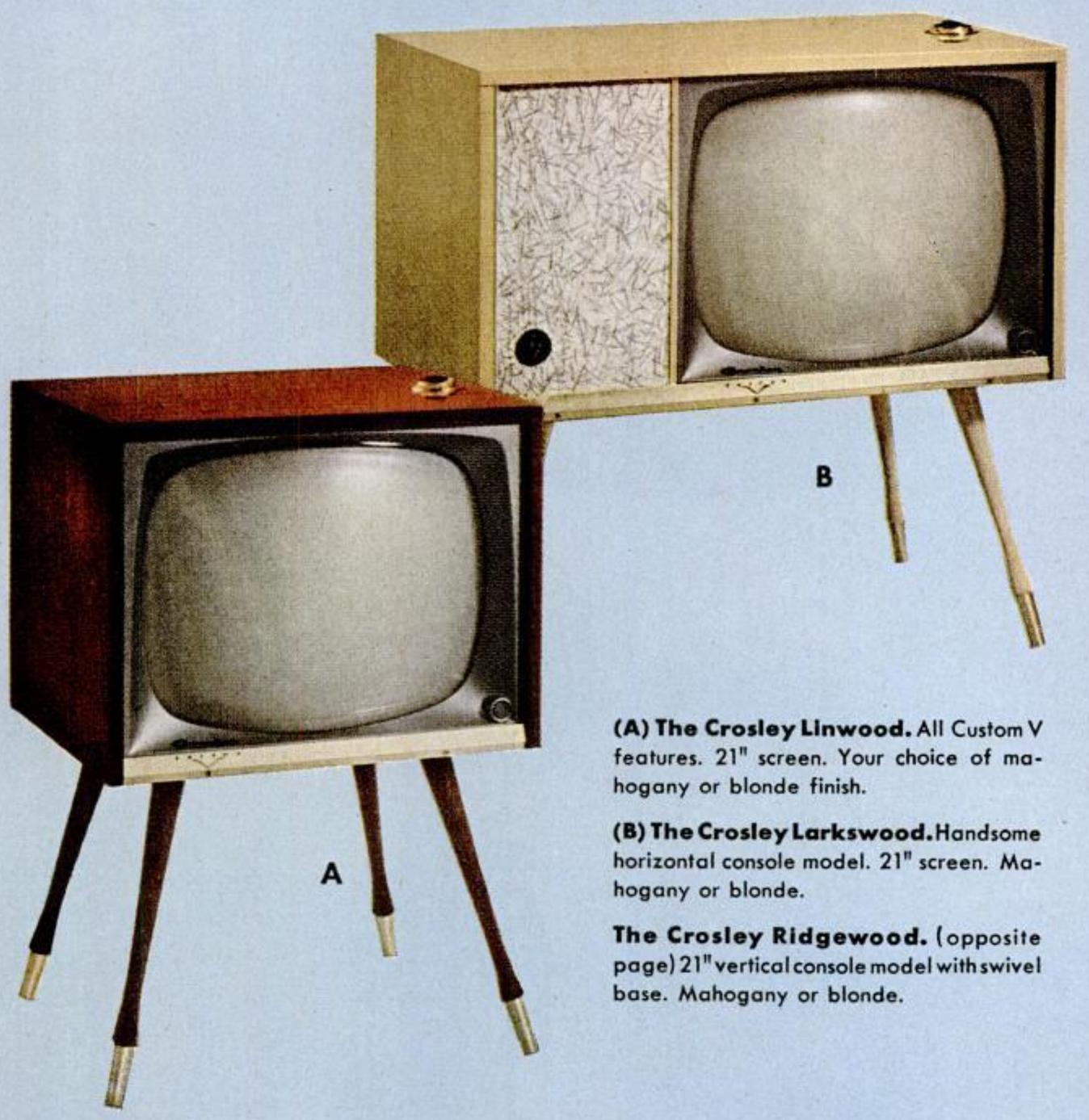
On the Crosley Custom V you can *see* the channel you're tuned to . . . in light or dark, from clear across the room.

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Powerful Crosley "7-league chassis" brings the studio right into your home

Only Crosley Custom V has this powerful receiver that
reaches out . . . city or country . . . for the station you want.



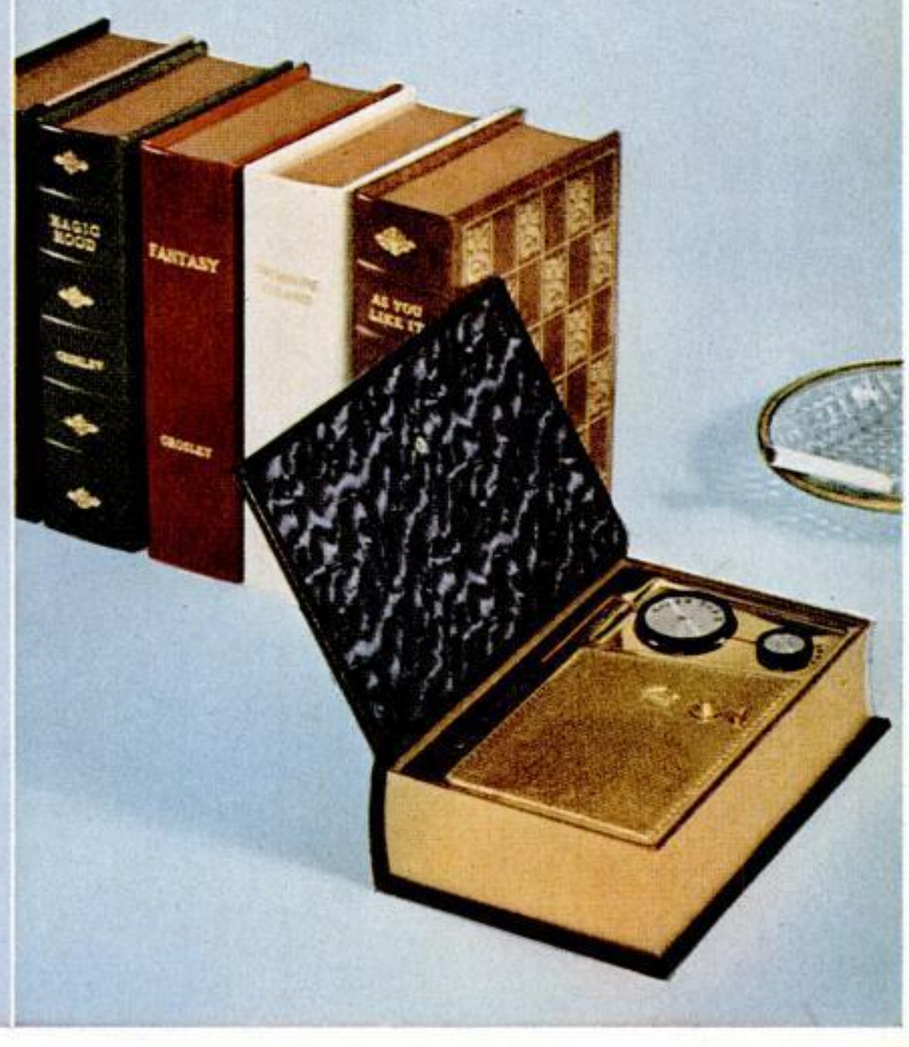
(A) The Crosley Linwood. All Custom V features. 21" screen. Your choice of mahogany or blonde finish.

(B) The Crosley Larkswood. Handsome horizontal console model. 21" screen. Mahogany or blonde.

The Crosley Ridgewood. (opposite page) 21" vertical console model with swivel base. Mahogany or blonde.

Crosley Book Radio

Made with transistors and sub-miniature tubes, it's so small it fits right into your pocket or purse. It looks just like a book when closed. Then the Crosley Book Radio opens up to give you a world of wonderful entertainment. Bound in genuine leather, embossed in gold. Six designs. A superb Christmas gift as low as $50.



Crosley *Custom V*

...WITH THE DIFFERENCE YOU CAN SEE!

Crosley Division AVCO Cincinnati 25, Ohio. Crosley Radio and TV sets are sold and distributed in Canada by the Crosley Radio and TV Division of Moffats Ltd., Toronto, Ontario

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Presenting
America's finest gift decanter for America's finest gift whiskey —full quart size

Here is a decanter of such simple beauty and dignity that it will complement the finest home.

And the Four Roses in this full quart decanter is that same fine whiskey that millions have chosen as a most special Christmas gift, year after year. For Four Roses is a whiskey of incomparable flavor—rich and smooth and gloriously mellow.

P. S.—Also available in regular bottle (4/5 qt.) in handsome gift carton.

DELUXE DECANTER IN FULL QT. ONLY
—NO ADDED COST FOR DECANTER

FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.

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CRASHING SEAS RIP AT RADAR TOWER

CONTINUED

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"Vintage, Schmintage," *says Bert Lahr*



"All I know is Virginia Dare Wine sure tastes good!"

"BASICALLY, I guess I'm just a plain, down-to-earth American. I've never understood people who go wild over vintages, bouquets, and all that stuff.

"About all I know is that my friends and I look forward to Virginia Dare Wine on pleasant evenings. We like the way it tastes—sort of rich and mellow. As my friends say when I bring out a bottle of Virginia Dare Wine, 'It sure tastes good, doesn't it?' And it does, too."

Bert Lahr has put into words the good, honest feeling that a lot of folks have about Virginia Dare Wine—red or white—the wine you can buy and serve with confidence.

We're proud to have Bert feel the way he does. And we'd be proud to have you join him as one of the millions of Americans who drink Virginia Dare Wine just because "it sure tastes good."



Serve it again

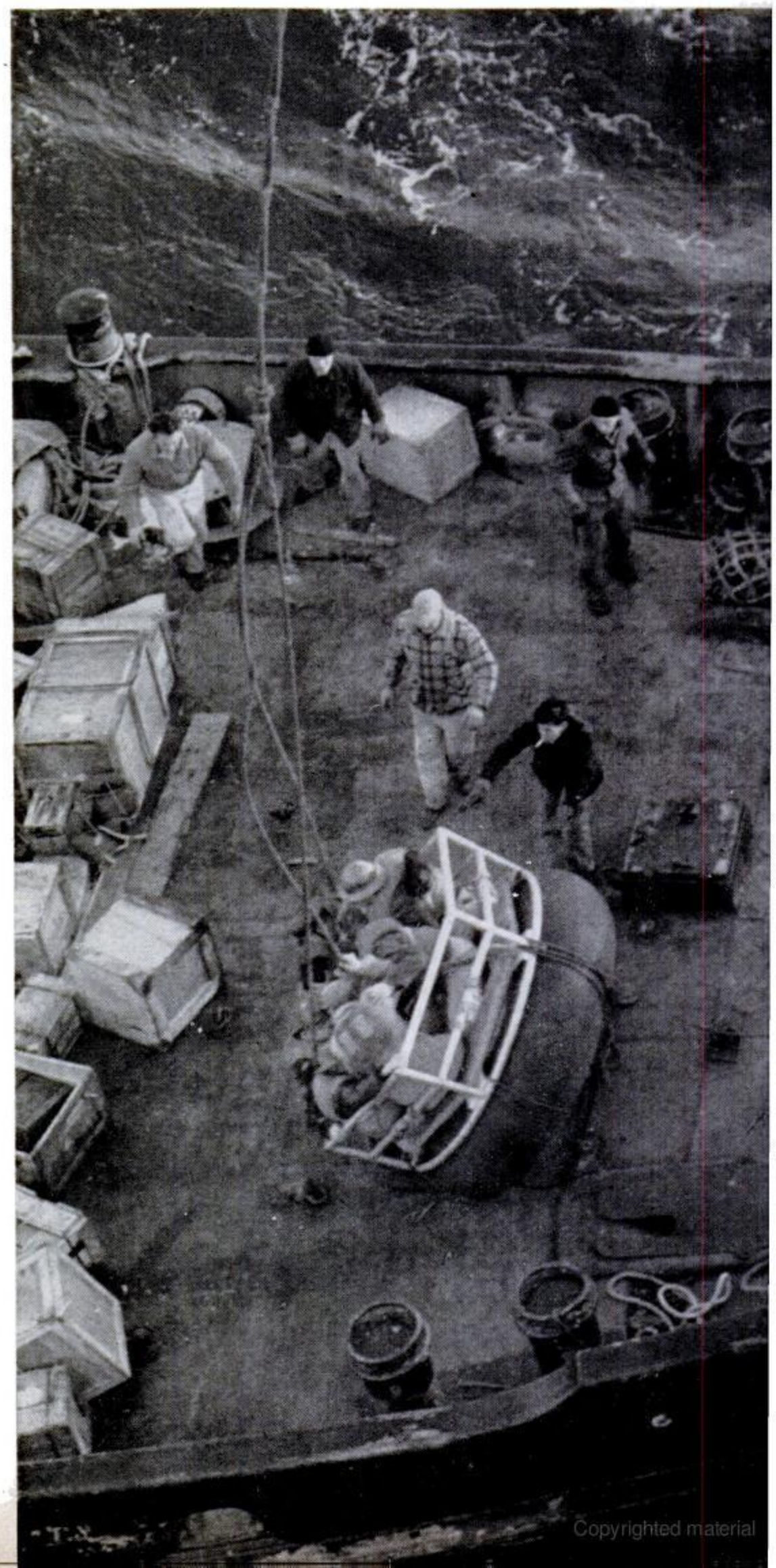
VIRGINIA DARE WINE

GARRETT & CO., INC., N. Y.

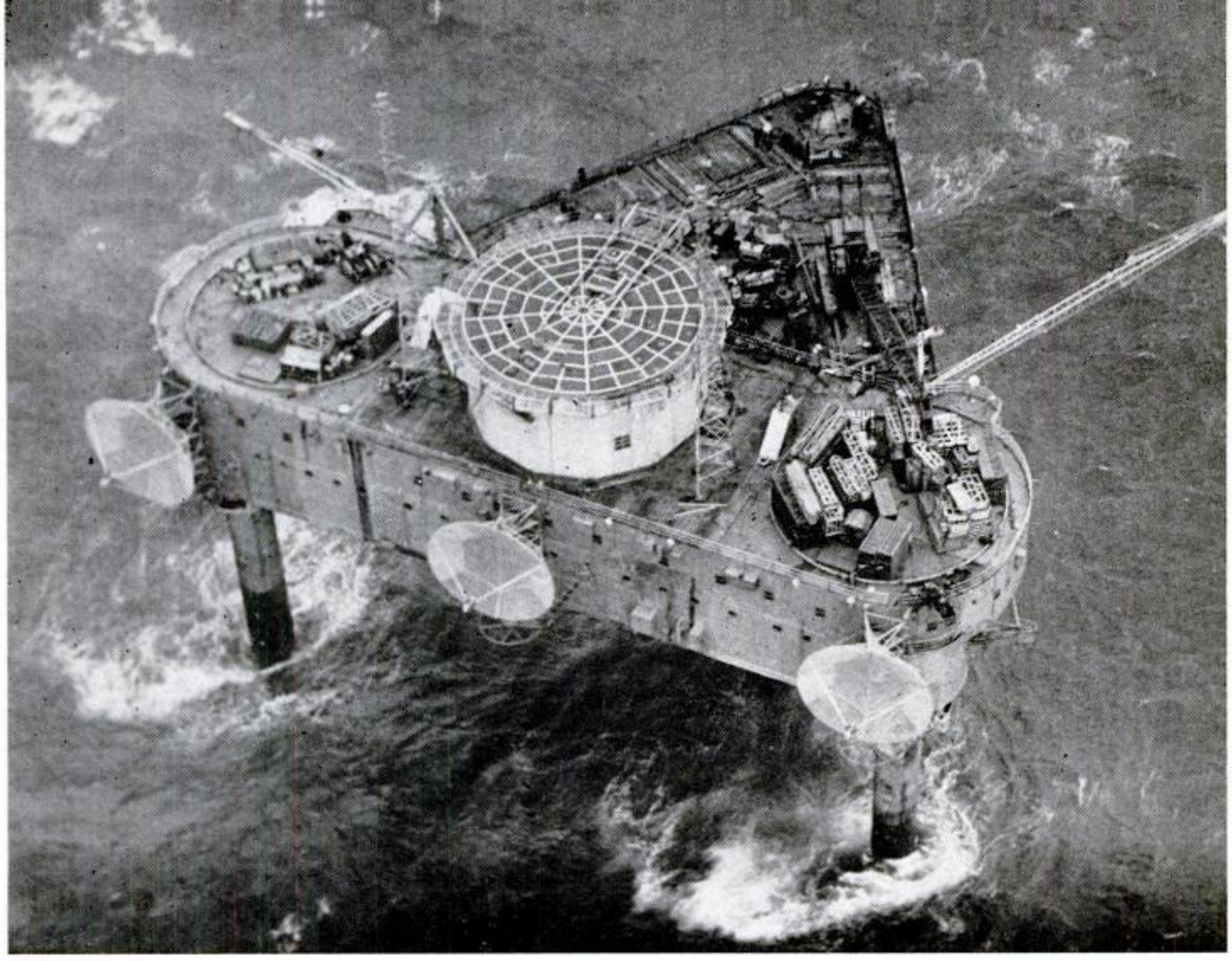
DARING RESCUE AFTER 5 DAYS FOR MEN TRAPPED ON TOWER

On a man-made island 110 miles off Cape Cod, storm-whipped waves (*previous page*) smashed at one of the supporting columns. Aboard the island, the first Air Force "Texas tower" radar station, were 119 men. Eighty-two were permanent crewmen; the rest were visitors who had come aboard that morning, most for a four-hour stay. Then the storm blew up and trapped them. It was one of the visitors, Commercial Photographer Charles Hegyes, who had hung head-down from a trap door under the island's deck to picture the sea as it destroyed one of the huge steel fenders which keep ships from buffing the columns. The columns themselves held firm.

For five days the men listened to the pounding storm. Then the tug *El Sol* fought through rough seas to the tower. While the captain maneuvered to keep the ship in position, a crane lowered bucketload after swaying bucketload of men onto the tossing deck. Fifty-two men headed safely ashore. The rest remained to work on the tower, which had survived its first great test.



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THE BATTERED TOWER stands amid the lashing waves the day before the rescue. On the near side are three cup-shaped antennae. On the deck above each will be a radar dome when tower is finished.





LOWERED AWAY, six men cling to crane bucket as they descend nearly 100 feet to rescue ship below.

← **DUMPED ON DECK,** rescued men spill unhurt as the ship tilts at the moment bucket touches down.

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New Clinic-Style Package works like doctor's atomizer—even children like it.

New Vicks Wonder-Drug Spray Lets You Breathe Almost As If Your Head Cold Had Gone!

Clears Worst Distress—In Seconds!

Relieve head-cold distress of blocked, runny nose, stuffy head — with Vicks new wonder-drug nasal spray, Medi-Mist. Squeeze the new Clinic-Style Atomizer up each nostril as directed. Feel swollen membranes start to shrink in seconds. Breathe again for hours — *almost as if your cold had gone!* Helps fight germ-infection with exclusive new wonder-drug combination, Cetamium and gramicidin, plus antihistamine. Get new Medi-Mist today. Carry it with you for relief on-the-spot. Can't spill or break!

New Vicks Medi-Mist
NASAL SPRAY

And for suffering of chest colds —also try dependable Vicks VapoRub!

the beauty in the bathroom is a **PEARL-WICK**

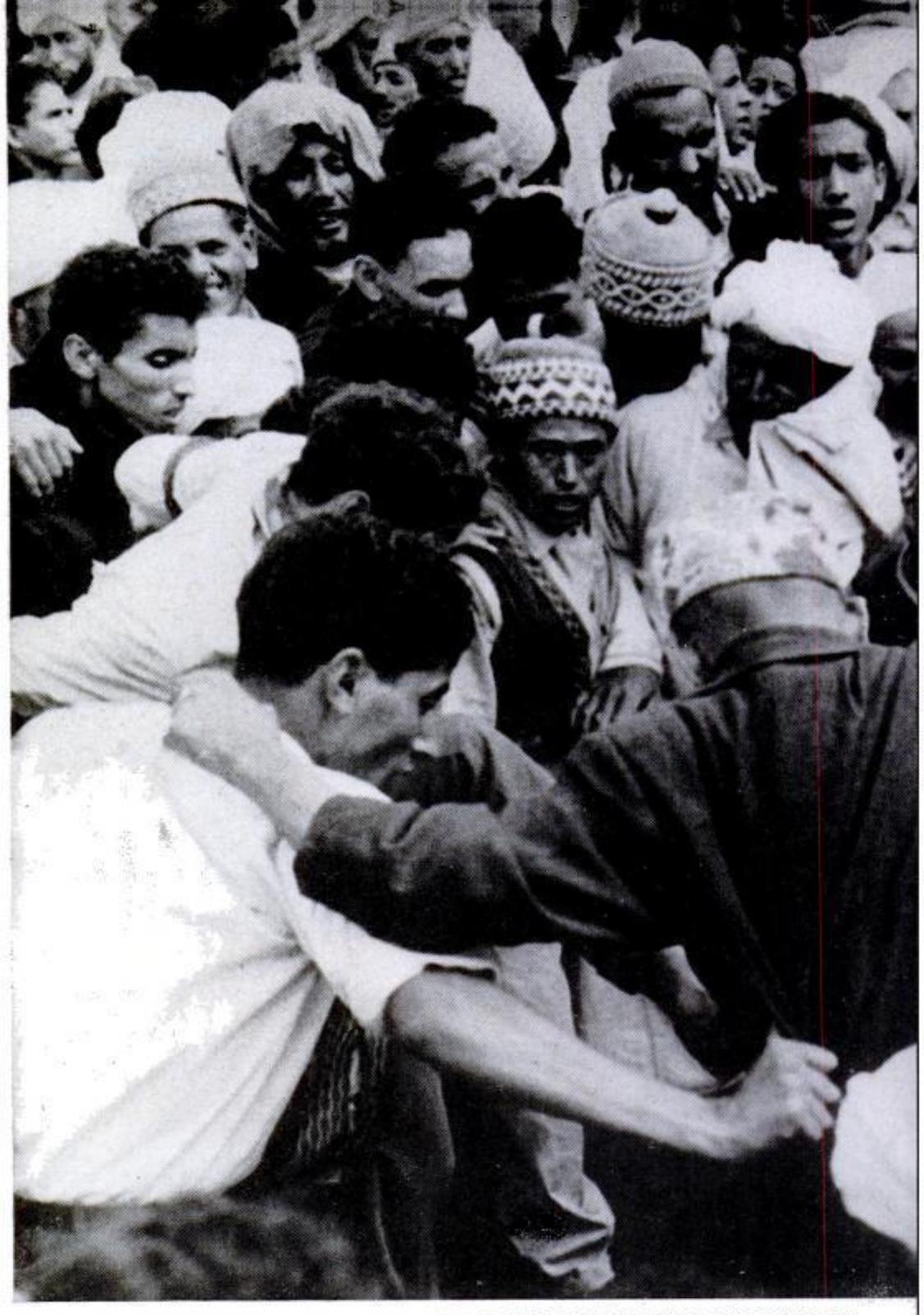
Here's the most enchanting GIFT idea since the bubble bath! It's the new, exquisite PEARL BUBBLE bathroom ensemble . . . an exclusive Pearl-Wick creation, to make your bathroom more radiantly alluring than ever before! Hampers feature new chromium handles and towel rings for convenience and beauty.



Washable—Scuff-proof—Stain resistant—Self-ventilating Duroweve® back assures extra hamper strength.

In department and furniture stores, or wherever you shop . . . or write for name of dealer nearest you. **Hampers** *about $12.95,* **Stool** *about $7.50,* **Wastebasket** *about $3.95.*

PEARL-WICK • 27-50 FIRST STREET • LONG ISLAND CITY 2, N. Y.



FRENZIED MOROCCAN TRIBESMEN, AFTER TRAMPLING TWO ENEMIES OF

MURDEROUS MOB IN

On the third day after Sultan Sidi Mohammed ben Youssef had returned from 27 months of exile to take back his throne, huge delegations of Moroccans waited in the palace courtyard at Rabat. Some were friends who had come to welcome Ben Youssef. Some were old enemies who had come—like El Glaoui (LIFE, Nov. 21)—for his pardon.

Among the latter was Tayeb Baghdadi, a political opponent who had cautiously brought along his bodyguard. But when Ben Youssef's partisans spotted the pair, they bore down on Tayeb in a frenzy of anger



BURNED TO DEATH within view of palace, a gasoline-drenched victim is engulfed by flames as mob, including children, stands around and watches.

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SULTAN TO DEATH OUTSIDE SULTAN'S PALACE, DANCE ON THE CORPSES

SULTAN'S COURTYARD

and stoned him to death. Before guards could restore order. two other suspected enemies were caught and trampled to death. Still another victim was doused with gasoline and set aflame.

Ben Youssef canceled all visits to the imperial palace and made a speech imploring everyone to "be calm." But at week's end a pitched battle near the Spanish Moroccan border between Riff tribesmen and French troops cost 17 French lives, and there was sure to be more bloodletting before political peace could come to Morocco.



FRISKED FOR GUNS after mob violence led Ben Youssef to cancel reception, Moroccans file past palace guards on their way from inner courtyard.

The World's Most Honored Christmas Gift

Longines

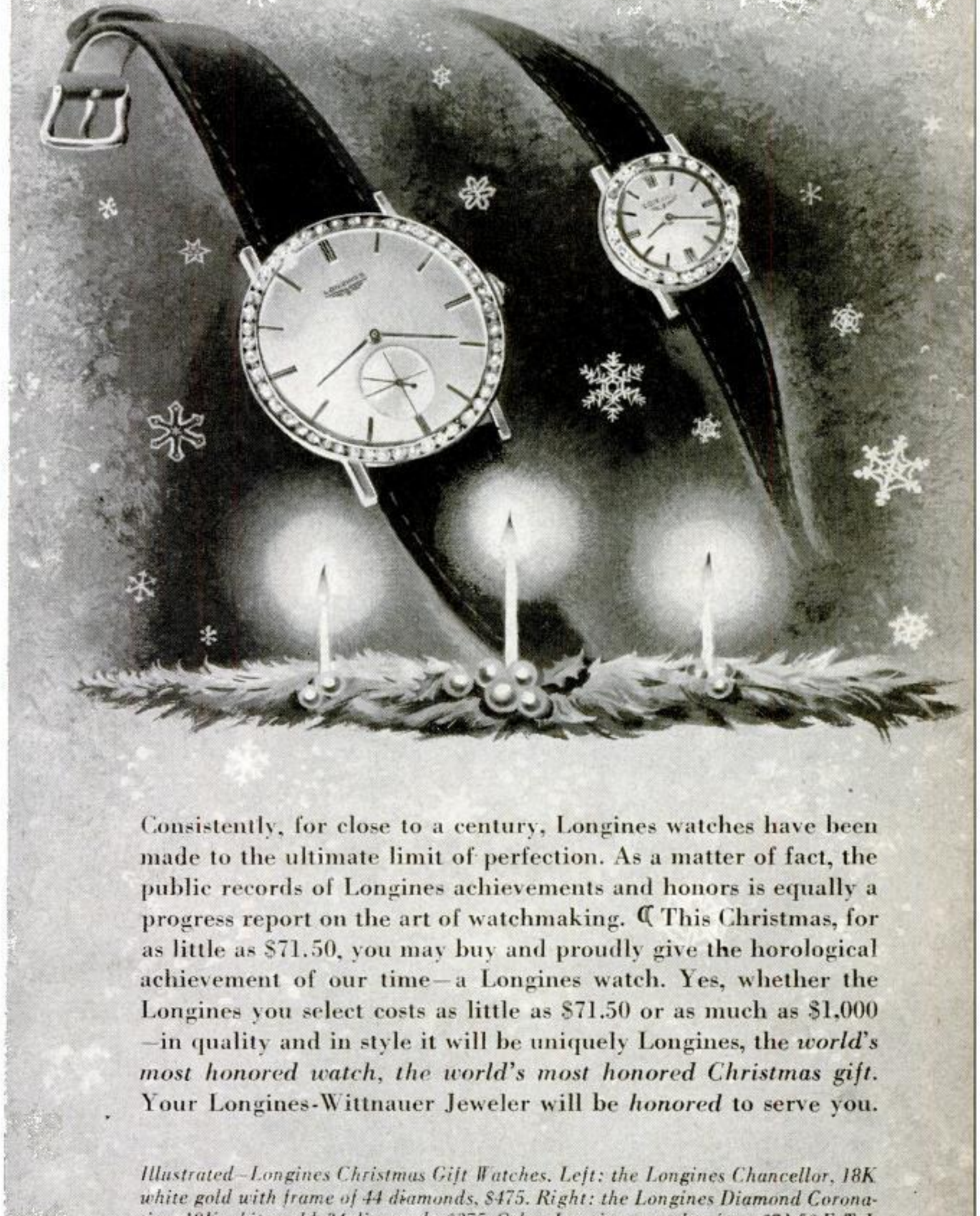
THE WORLD'S *Most Honored* WATCH

Ten World's Fair Grand Prizes
28 Gold Medals

Highest Honors For Accuracy
From Government Observatories

Official Watch For Timing
Championship Sports The World Over

The First Watch
Of Aviation And Exploration



Consistently, for close to a century, Longines watches have been made to the ultimate limit of perfection. As a matter of fact, the public records of Longines achievements and honors is equally a progress report on the art of watchmaking. ℂ This Christmas, for as little as $71.50, you may buy and proudly give the horological achievement of our time—a Longines watch. Yes, whether the Longines you select costs as little as $71.50 or as much as $1,000 —in quality and in style it will be uniquely Longines, the *world's most honored watch, the world's most honored Christmas gift.* Your Longines-Wittnauer Jeweler will be *honored* to serve you.

Illustrated—Longines Christmas Gift Watches. Left: the Longines Chancellor, 18K white gold with frame of 44 diamonds, $475. Right: the Longines Diamond Coronation, 18K white gold, 34 diamonds, $375. Other Longines watches from $71.50 F.T.I.

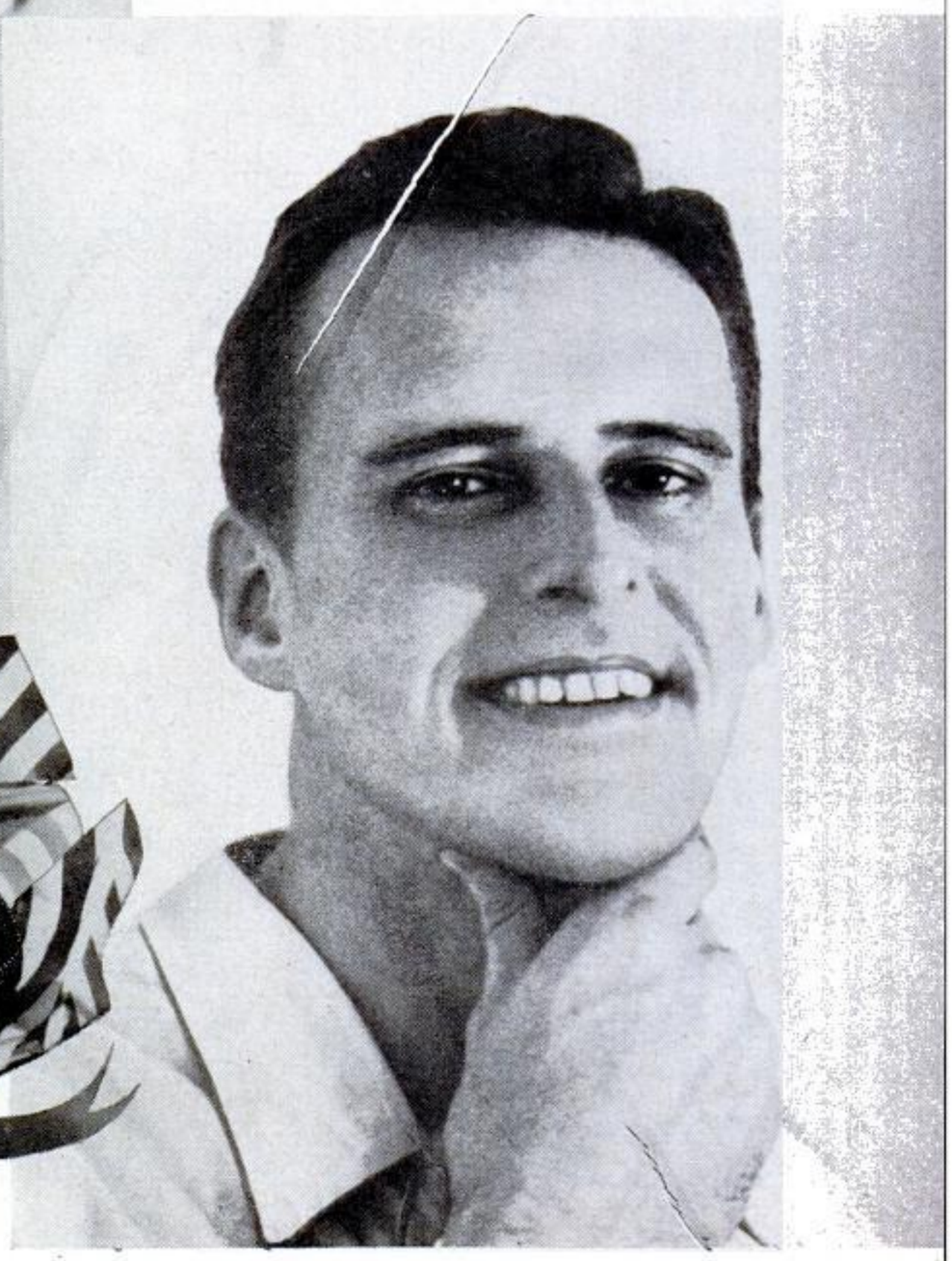
Longines-Wittnauer Watch Company

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER

It's Christmas, sleepyhead!.... ***Wake up***

to electric shaving's first basic improvement in 21 years!





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Give your sleepyhead shaving
at its absolute modern best

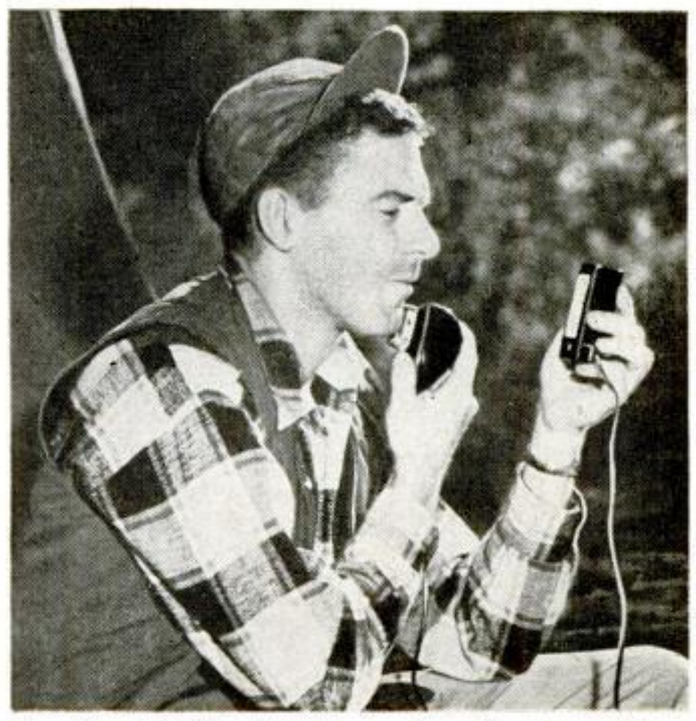
NORELCO with ROTARY BLADE ACTION

It's like having
your own personal barber

To produce that small-boy-with-electric-train look on Christmas morning, give *your* gentleman a Norelco electric shaver. With Norelco, he'll start enjoying the smoothest, most comfortable shaves of his life—for 6 very good reasons:

1. Built to shave according to beard's natural growth—makes clumps and whorls disappear first time over.
2. No whisker pull. Norelco's 12 revolving blades shave off whiskers with the same stroke as a barber's blade.
3. No skin irritation, no painful nicks, no matter how light or heavy his shaving touch. Norelco's silver-steel blades g-i-v-e as he bears down.
4. Face needs no break-in period. Exclusive skin-stretcher upends each whisker, gives great shaves from the start.
5. No repair-shop blues. Lubricated for life. Self-sharpening blades. Self-starting brush motor.
6. Easiest shaver to live with. Quietest of all 4 leading shavers. Designed to fit the hand. Cleans in a jiffy.

15 day FREE home trial. No obligation. Offered by most dealers. Norelco is sold at drug, jewelry, department and appliance stores. (Christmas gift trial period starts Dec. 26, *not* the day of purchase.)



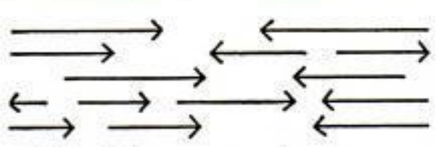
Norelco SPORTSMAN . . . for Outdoor Men
An electric shaver he can use anywhere. Works on flashlight batteries or car lighter. Model SC 7750, with metal mirror, battery holder, travel case (less batteries) . . . $29.95.



LADY Norelco . . . for your fair lady
Dainty, safe, easy to use. Grooms legs and underarms in a twinkling, right at her dressing table. Model SC 7767, in Nassau pink, with Paris-style jewel case, AC/DC . . . $24.95.

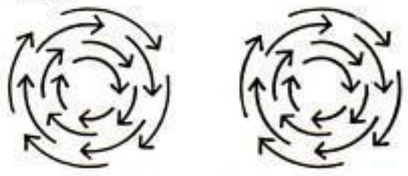
Here's why *Rotary Blade Action* has made *Norelco the *largest-selling electric shaver in the world—fastest-growing shaver in the United States***

All other electric shavers shave you like this:



as if whiskers grew in rows, like corn.

Only NORELCO shaves like this:



the way whiskers *really grow*.

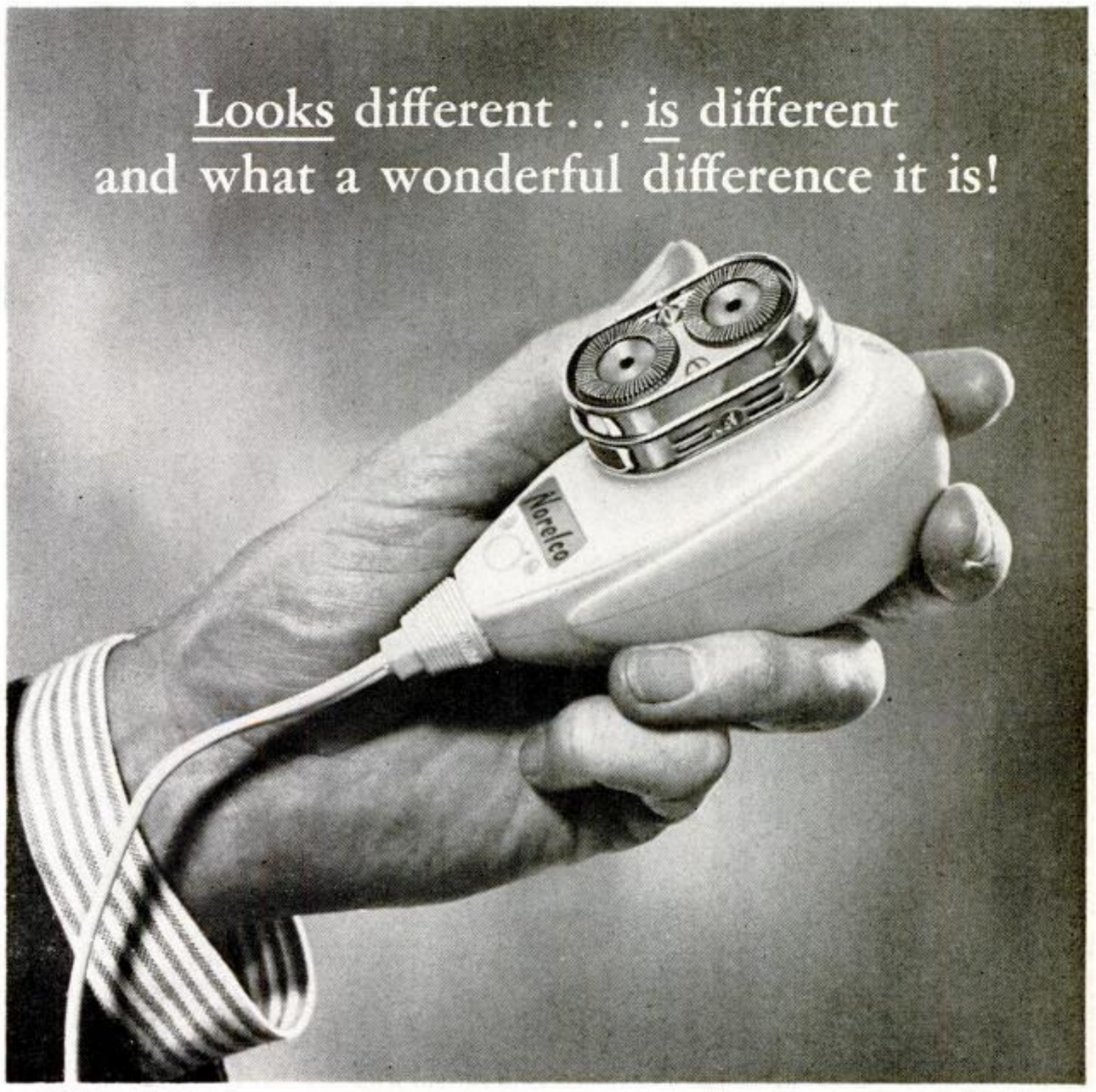
Norelco®

Rotary Electric Shavers

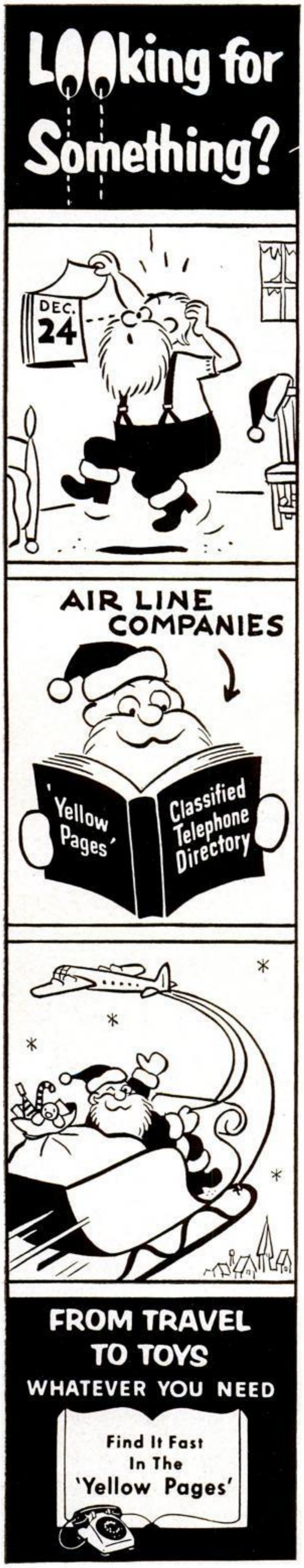
$24.95 AC/DC
Model SC 7759
with travel case

***Known as PHILISHAVE in Canada and throughout the rest of the free world**

NORTH AMERICAN PHILIPS COMPANY, INC., 100 East 42nd Street, New York 17, N. Y. Other products: High Fidelity Radio-Phonographs, Research and Control Instruments, Electron Microscopes, Medical X-Ray Equipment, Electronic Tubes.



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AT ROYAL FILM PERFORMANCE, DIANA ARRIVES WEARING EVENING GOWN WHICH "MIRROR" LABELED "APPALLING"

PLIMSOLL LINE, SAILORS BEWARE!

On ships the mark at the water line which shows the point of overloading is called the Plimsoll line. In England last week the "Plimsoll line of modesty" was called into question by the appearance of two movie actresses wearing very low-cut gowns before traditionally prim British royalty on two different occasions. When the tabloid *Daily Mirror* published photographs of Diana Dors (*above*) and Jackie Lane (*right*) it affected to be outraged. "One feared that [Diana] could easily burst out—laughing," commented the *Mirror*. The paper added: "Royal premieres are now occasions for highly competitive double exposures where a deep breath is dangerous, a curtsy a disaster."



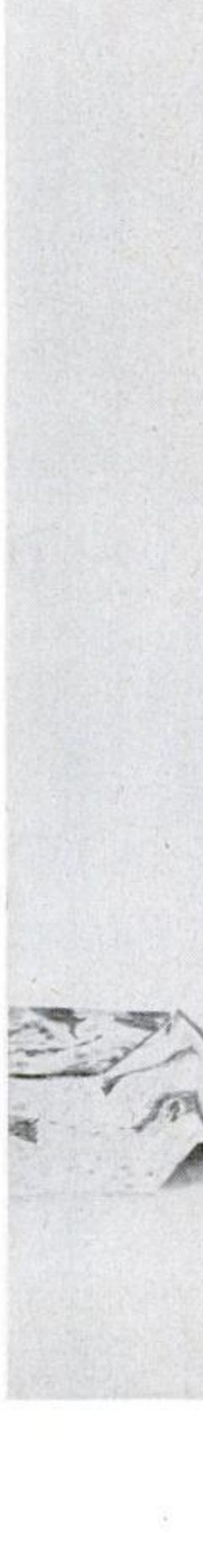
MEETING QUEEN, Diana bends in curtsy which caused *Mirror* to be fearful as well as indignant.

SEVERE TEST of Plimsoll line was dress worn by Jackie to meet Duke of Edinburgh at another show.



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TOO GOOD TO WRAP



Jim Beam, most popular of all Beam Bourbons. In the distinctive square bottle.



Beam Bottled in Bond, aged fully 6 years. Available in the square bottle or the graceful Pitcher Bottle, "Pretty as a Pitcher".



Beam's Pin Bottle is 8 years old and features a unique "Pin-Point Pourer" built into the bottle closure.



Beam's Anniversary Bourbon, the only 160 month old bourbon in the world! In the Royal Porcelain Anniversary Bottle.

Beam Bottles were never meant to be concealed (except, perhaps, in their own attractive gift cartons).

The people on your gift list should see them quickly . . . without having to undo a lot of fancy wrappings. When they see the Beam label, and taste the incomparable flavor of the World's Finest Bourbon . . . your reputation as a gift-giver is made.

"Worthy of Your Trust"

BEAM KENTUCKY BOURBONS

BEAM . . . Distillers of the World's Finest Bourbon For 160 Years.
Since 1795

JAMES B. BEAM DISTILLING CO., CLERMONT, KENTUCKY

JIM BEAM, 86 PROOF; BEAM BOTTLED IN BOND, 100 PROOF; BEAM'S PIN BOTTLE, 86.8 PROOF; BEAM'S ANNIVERSARY BOURBON, 86 PROOF; ALL KENTUCKY STRAIGHT BOURBON WHISKIES

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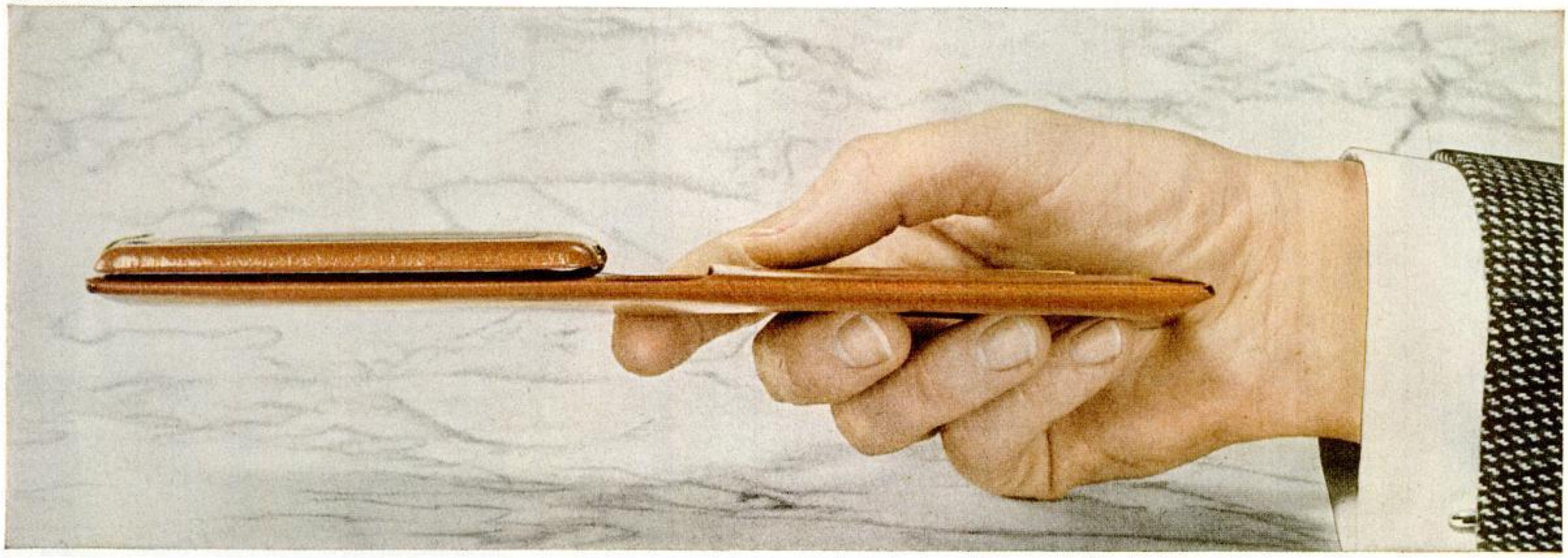
Mock Mink Man-made

WHICH ONE OF THESE IS THE GENUINE FUR?

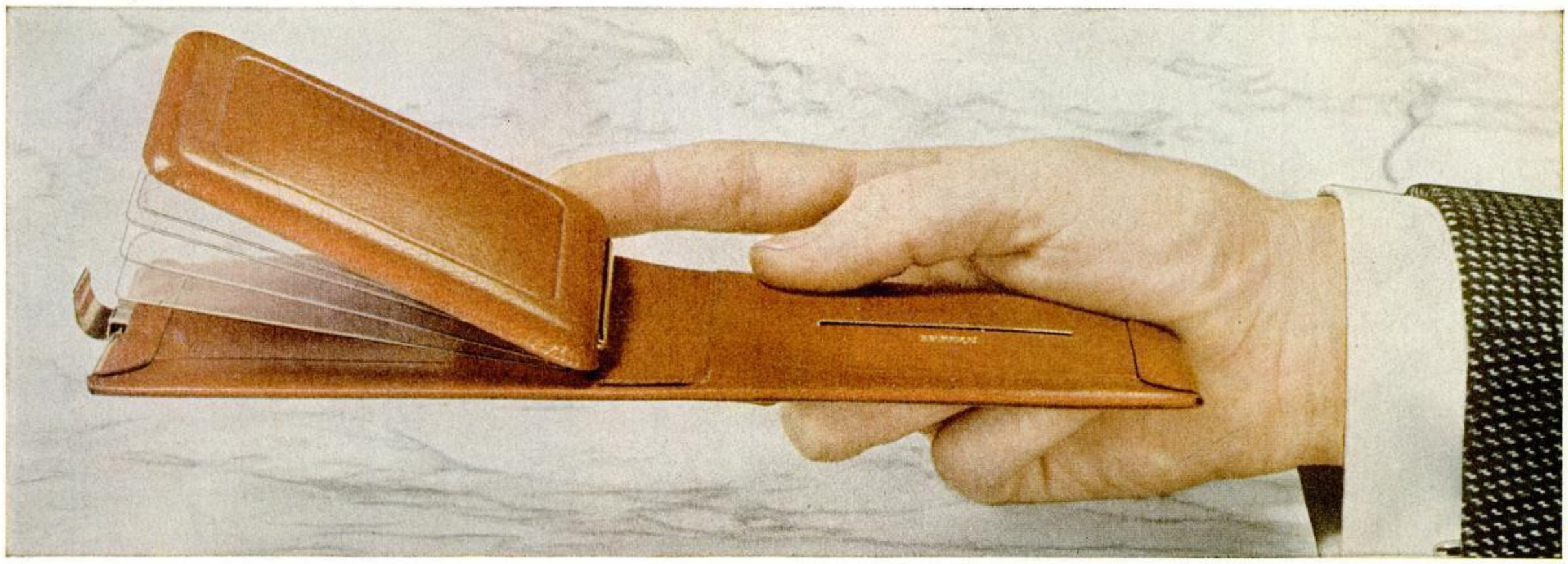
After four years of beaverlike work in the laboratory, an eye-fooling fabric duplicate of a Cerulean mink stole is now available for about a fiftieth of the price of the real thing. Which of these two is which is revealed on page 74. Man-made furs, which were first produced in 1953 by mating two synthetics, Orlon and Dynel, have now culminated in this fabric whose painted-on stripings come remarkably close to genuine skins. Called Princeton's Mutation, after the firm that makes it, the cloth has just been introduced in gray, brown and the taupe color shown on the cover. Warm and flattering, it is being made in classic mink styles but looks better in sportier offbeat designs (*next pages*). Hopeful guys who assume that this mock mink solves their fur-for-Christmas problems should be warned that their dolls may say, "Take back your coal-water-and-natural-gas mink!"

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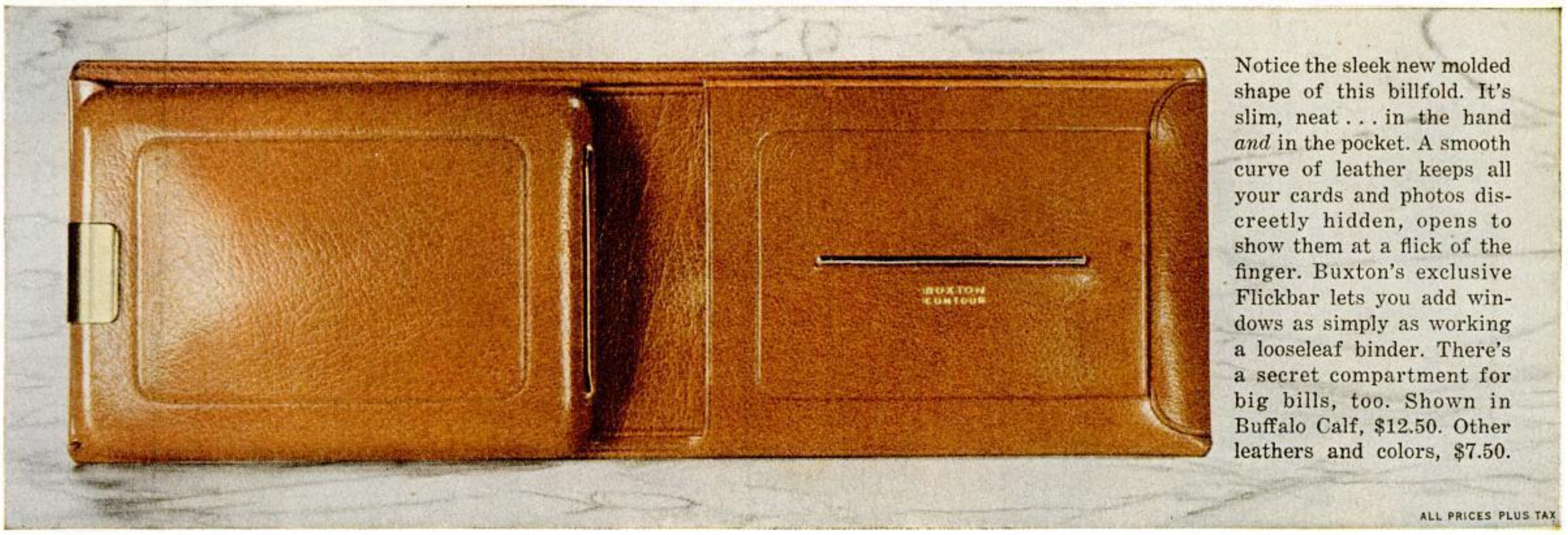
BUXTON, INC., SPRINGFIELD, MASS. ©1955



New billfold design has no bulge...no bulk...



yet it gives you all the windows you need!



Notice the sleek new molded shape of this billfold. It's slim, neat . . . in the hand *and* in the pocket. A smooth curve of leather keeps all your cards and photos discreetly hidden, opens to show them at a flick of the finger. Buxton's exclusive Flickbar lets you add windows as simply as working a looseleaf binder. There's a secret compartment for big bills, too. Shown in Buffalo Calf, $12.50. Other leathers and colors, $7.50.

ALL PRICES PLUS TAX

the new Contour billfold by BUXTON

best for your money

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Simulated Pearl Necklace and Bracelet Set with heart shaped birthstones. Beautifully Gift Boxed. $1.00*

Birthstone Rings
1/20 12K Gold Filled
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Sterling Silver
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Birthstone Rings
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Simulated Pearl Bracelet. 6 styles with Pink and Blue background charms. Gift Boxed 50¢*

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On sale at leading chain stores everywhere

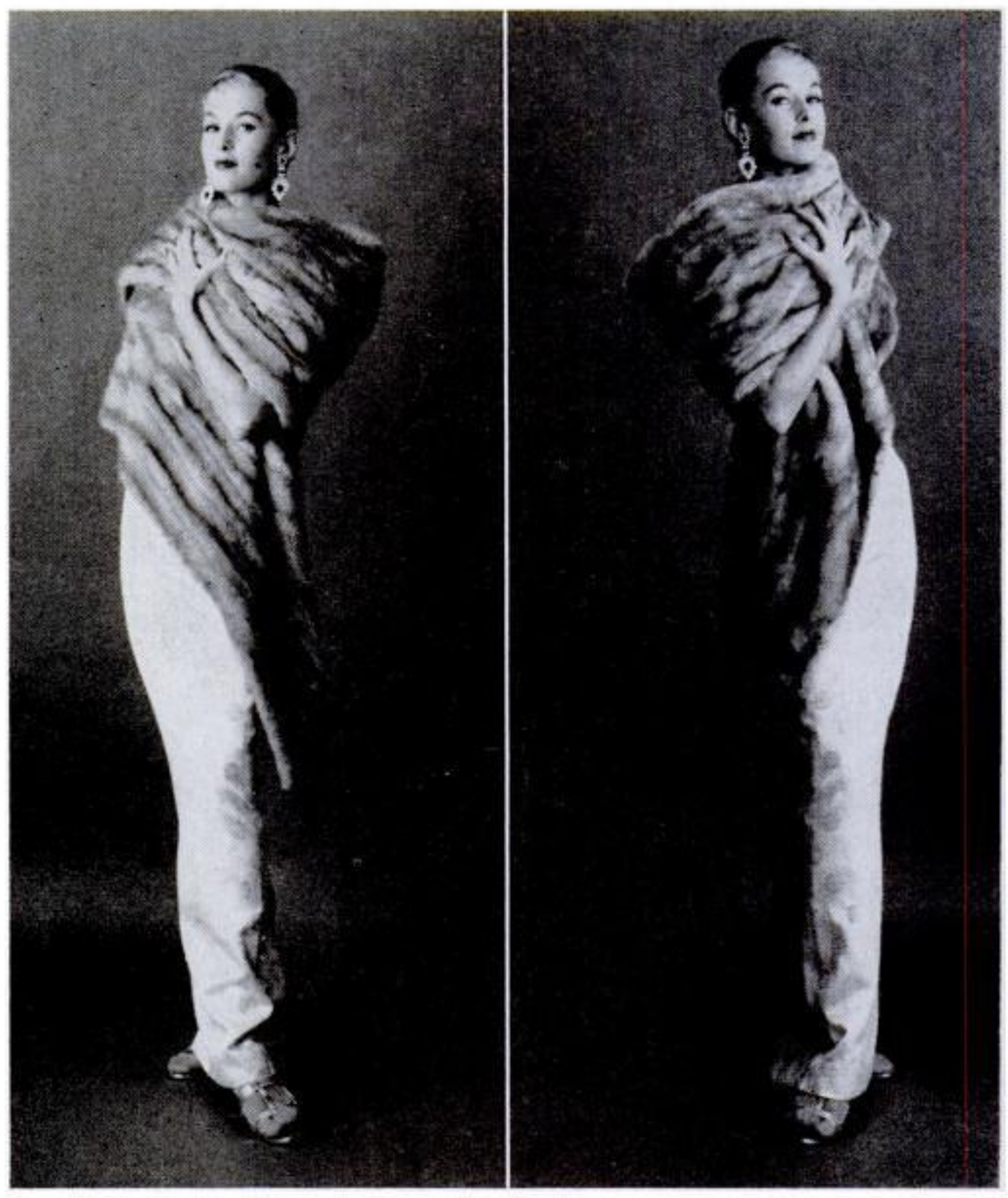
UNCAS MANUFACTURING CO.

"America's Largest Ring House"

Providence, Rhode Island., U. S. A.

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MOCK MINK CONTINUED



REAL MINK in stole on page 72 is $3,410 at Saks Fifth Avenue.

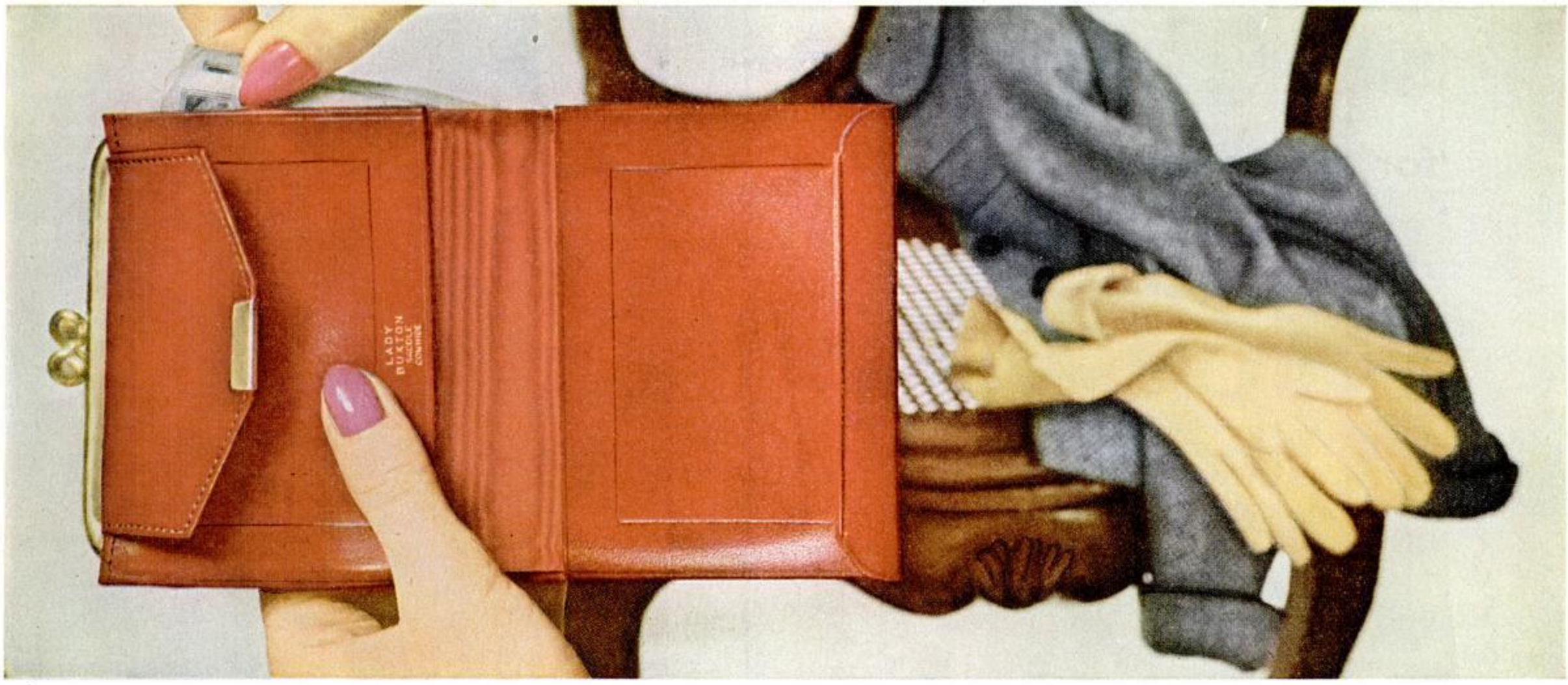
MATCH-UP in Princeton's Mutation sells for $75 at same store.



V-NECK PULLOVER with knit at cuffs, waist, neck (Emily Wilkens, $50) is of Princeton's Mutation in gray, makes stylish day outfit with slim skirt.

CONTINUED

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you put your bills in the billfold...



you take them out of the coin purse!

Here's convenience *and* security. Open the coin purse—and you can slip out both bills and coins without unfolding the whole purse. And for the important big bills, there's a separate secret compartment that keeps them securely hidden. Shown in red Saddle Cowhide, $5. Other leathers and colors from $7.50 to $10. *All prices plus tax.*

it's the new
French Purse by
LADY BUXTON
best for your money

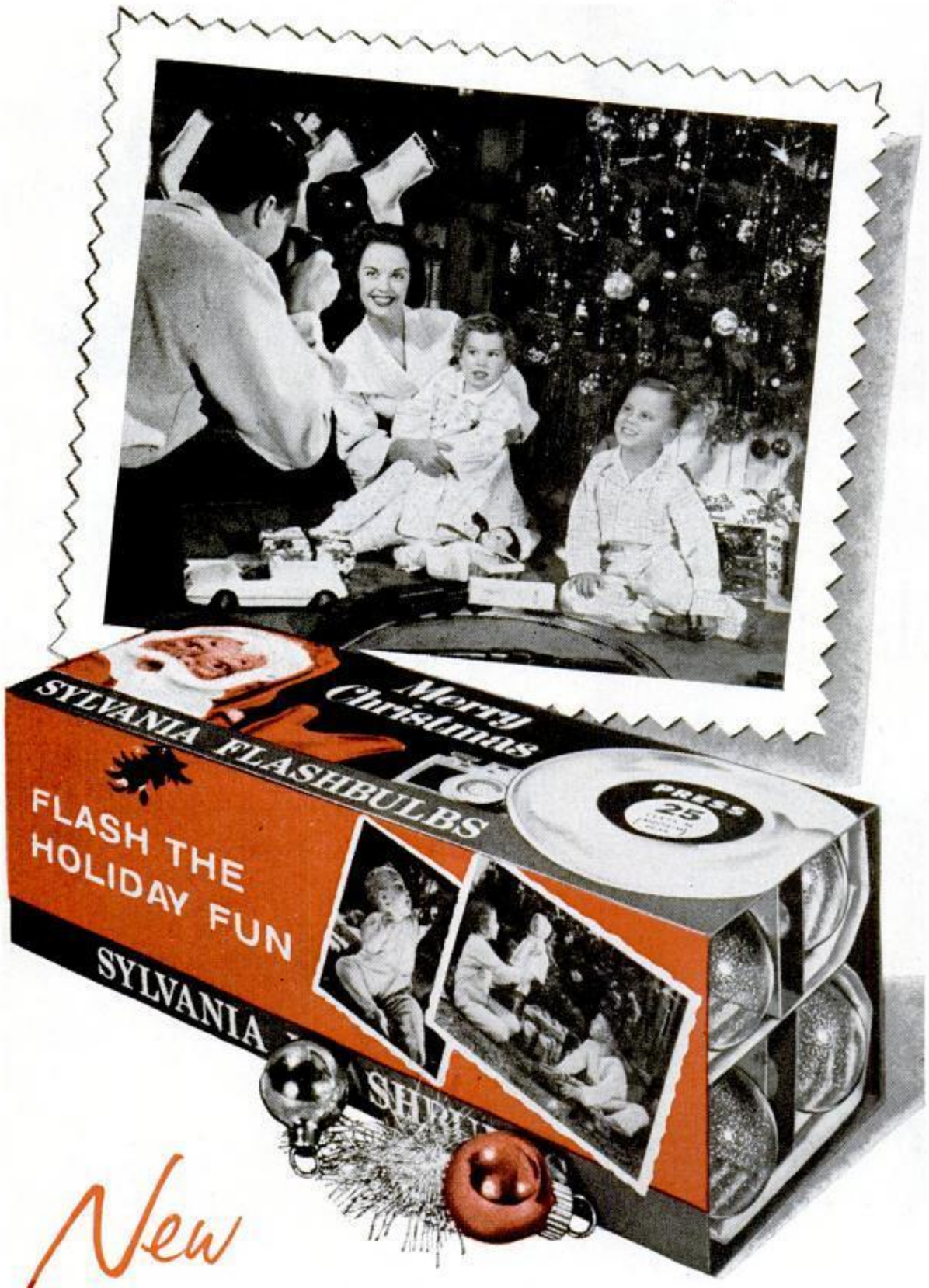


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Bright Christmas Gift

for the family photographer



New

Sylvania Flashbulb

Gift Package

20 all-purpose Press 25 flashbulbs to help your family and friends keep the bright Christmas spirit in snapshots.

These famous "Blue Dots" make snapshooting *indoors* as easy as outdoors—with any simple, fixed-focus camera. Get Baby's brightest smile from as close as 6 feet . . . snap the happy family group from as far as 25 feet . . . stop the action as Nancy rushes to give Gramps a big "thank you" hug. Yes, with Press 25's by Sylvania *anyone* can get wonderful snapshots that say "Merry Christmas" all year long!

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Look for the Blue Dot.....
it pays off in finer flash pictures

SYLVANIA®
outsells all other brands of flashbulbs combined!



BULKY SPORT COAT which has a standaway collar and is buckled with leather straps (Claire McCardell, $125) is made in dark color of ranch mink.



FLOOR LENGTH SKIRT gathered onto suede waistband (Bonnie Cashin, $110) comes in gray. This opulent-looking design is for entertaining at home.

CONTINUED

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you give the best when you give a BUXTON

For men:

A. Pocket Secretary: beautifully organized to take care of all a man's needs; replaceable memo pad, utility pockets, large identification window plus full-size bill compartment. Shown in gleaming Buffalo Calf, $10.

B. Convertible: large windows hold as many as 21 photos, cards on view in removable passcase. Flickbar® feature makes it a snap to add windows. Fitted with holder for spare keys. In Gahna Rancho® Cowhide, $5.

For women:

Smart ensemble in Antique White Saddle Cowhide.

C. Key-tainer: securely holds all your house and car keys; with large window for license and credentials.

D. Lady Buxton Convertible: removable passcase holds as many as 21 photos, cards on view. Magic Purse lets you drop coins in safely without opening purse, $5.

E. Buxton Spec-tainer: holds your glasses snugly, $2.50.

Choose your Buxton from a wide range of leathers, colors.

EXCEPT SPEC-TAINER. ALL PRICES PLUS TAX

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Revere "888"

35mm SLIDE PROJECTOR

so fully automatic you can now sit with your guests and enjoy your own show...





No Levers or Buttons!
"888" works by itself so you can sit with your guests, walk around the room, enjoy your slides! Really automatic!

No Dangling Cords!
Function knob lets you time the slide change to slow, medium, fast, semi-automatic or manual operation.

No Special Slide Mounts!
Magazine holds 36 35mm slides of any type mount, returns them in ready-to-show sequence; acts as permanent file.

Built-In Pointer!
Enables operator to superimpose movable arrow over projected scene. Ideal for lectures, instruction, etc.

Just set the switch and the Revere "888" shows 36 slides as slow or as fast as you like—without your touching a finger to it! It operates completely by itself, showing the clearest, sharpest pictures without effort. Screen illumination control for individual picture brilliance. 20 other exclusive features! See it demonstrated! **$119.50** with case

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"33" Stereo Camera
For thrilling three dimension pictures. 2 matched, 35mm f/3.5 WOLLENSAK Wocoted lenses; precision shutters, inc. tax...$174.50



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Budget priced luxury! Drop-in loading; adjustable viewfinder; 5 speeds. f/2.5 WOLLENSAK Wocoted lens, inc. tax.....$99.50



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Long-life 500-watt lamp; 300 ft. reel; fast 1-inch F/1.6 coated lens; extra 17mm Wide Angle lens attach. With case.....$124.50



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High Fidelity "Balanced Tone;" Single-knob control. With microphone, radio attach. cord, 2 reels, case.....$159.50

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IMITATION BEAVER, Borgana in light tan color, is used for an overcoat (Modelia, $90). This type of coat is best-seller among the man-made furs.

FAST RISE OF FUR CLOTH

Laboratory mink is the fanciest entry in the growing fur industry. The original fabric, called Borgana, resembled beaver at a dozen paces, was rainproof, moth- and mildew-proof, shed somewhat but was warm and inexpensive. Only 3,000 coats of this pioneer plush were sold in 1953. But now there are four additional companies turning out synthetic furs under such names as O'llegro and Cloud No. 9. More than 500,000 coats have been sold this year. Better dyes and finishings have made the cloth look progressively more like sheared raccoon, nutria, sealskin. Having reproduced the complex stripings of mink, manufacturers are now shooting at even trickier chinchilla.



PSEUDO SEAL is Borgana in dark brown made into dressy coat with genuine leopard collar (Modelia, $135). This is first year real furs trimmed fakes.

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"Just like the ravioli you'd enjoy at a fiesta in Italy"

Ravioli is the traditional dish at many Italian fiestas. (It takes too long to make for everyday meals!)

You can serve this fiesta treat in minutes with Chef Boy-Ar-Dee Ravioli . . . you detect the authentic Italian flavor in every bite!

Tender macaroni pies filled with pure beef, simmered in a sauce of ripe red tomatoes, beef and rich beef stock – seasoned to perfection.

Chef Ravioli is perfect for lunch, supper, late-evening snacks. Ready to heat. Two servings per can—only about 14¢ a serving.

How about planning your own fiesta soon?



CHEF BOY-AR-DEE ®
Italian-style Ravioli



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What's she like?

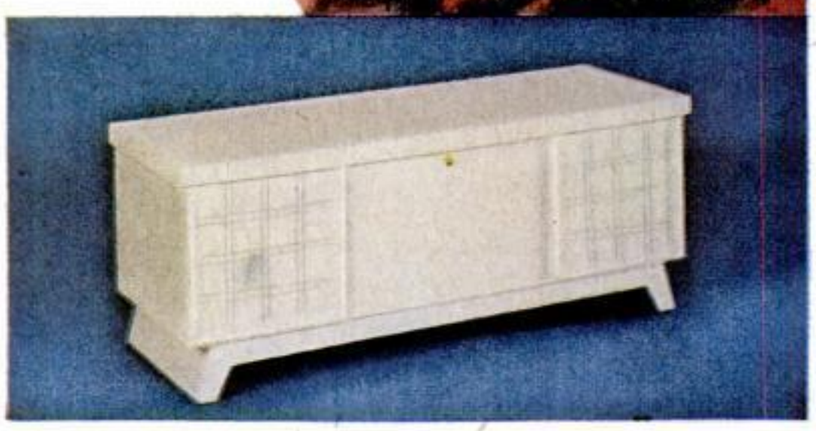
No matter what kind of a woman she is (and *you* know how many kinds there are) we have a LANE chest that exactly suits her nature. On these pages a short guide to women . . . and the perfect cedar chests for them.

She likes a LANE



She loves the lasting loveliness of beautiful things—for now, and for after marriage. To provide privacy for her trousseau today . . . to add decorative distinction to her home's beauty later . . . this chair-height Lane; self-lifting tray; in Seafoam finished mahogany (*Above*) #3205. Oak, #3207. Pearl Mahogany, #3206.







She lives in a tiny apartment . . . but plans a big family. Where to store the beginnings? In her Blond Oak Space-Saver; with convenient drawer in base. #3217.

The living-room's the center of her home; and she loves 18th century styling. Here, a satin-finished mahogany Lane Chest with convenient full length drawer in base, designed with simulated drawers above. #2221.



She prefers clean, light, modern lines—so handsome, so practical. Hates moths and messiness; very much wants that moth-protection guarantee and list of storage suggestions. Her chest: smart modern Blond Oak; chair-height, with self-lifting tray. #3212. In Walnut, #3234.

Straight-A student and smart enough to know her home will be the center of her life. Its first symbol: Blond Oak Console, opens from front, large drawer in top, two pull-out shelves in cabinet. #C-141.

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She's a working wife . . . cooks, goes to business, stays beautiful. Her life's wonderfully organized . . . she insists on neatness, keeps her wardrobe and linens in perfect shape. The secret: her modern Oak chest with brass trim, roomy base drawer, eye-catching pattern of lines. #3213. Seafoam Mahogany, #3214. Pearl Mahogany, #3215. Cordovan Mahogany, #3216.



Cedar Chest *for Christmas!*



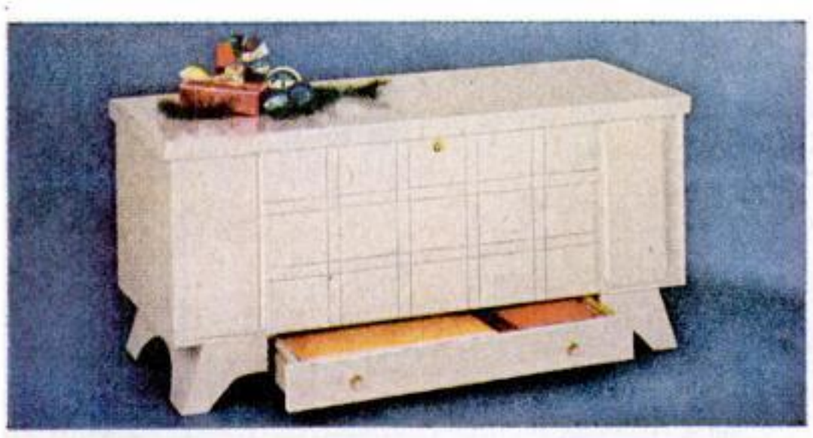
Loves violets, bakes a fabulous apple pie, treasures lovely things. For the loveliest: her charming Lane Console in mellow Cherry. Opens from front, has two pull-out shelves. (*Above*) #C-144.



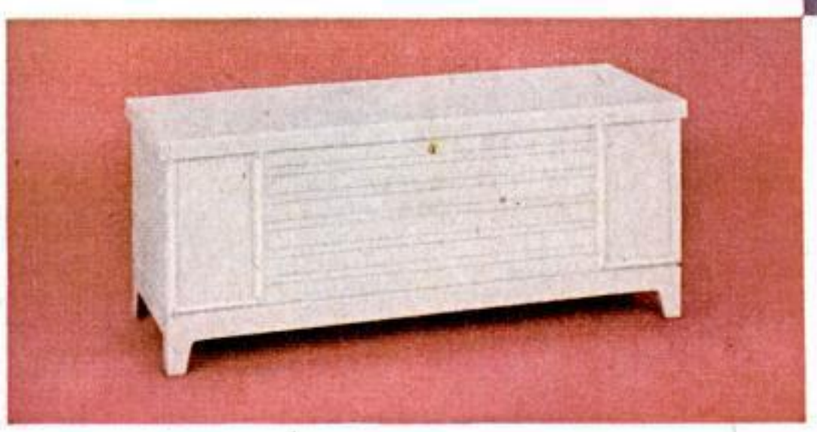
Her friends admire her clothes, her home, her taste. Very much part of all of them: her Blond Oak lowboy, drawer in base. #2920. In Seafoam Mahogany, #2929. Cordovan Mahogany, #2933. Charcoal Mahogany, #3247.

Likes facts that lead to sound conclusions. Likes the superb lines of this Space-Saver. Rich Walnut, base drawer. Sound conclusion: one nice garment saved from moths pays for a Lane. #3210. Sand Mahogany, #3211. Pearl Mahogany, #3209. Seafoam Mahogany, #3208.





She's raised a big family, now helps three daughters collect their trousseaus. For a very modern grandmother: a chair-height Lane in Blond Oak, base drawer, self-lifting tray. #3138.



Her husband claims she's the best business manager ever. Saves money; collects beauty. Most beautiful bargain and treasure: Pearl Mahogany, self-lifting tray. #3219. Seafoam Mahogany, #3218. Sand Mahogany, #3261.



Her home's only a dream now . . . but she collects pictures, studies room arrangements. Center of the dream right now: her Seafoam Mahogany console, two pull-out shelves. Opens from front. #C-137. Pearl Mahogany, #C-138.

LANE Cedar Chests start at $49.95

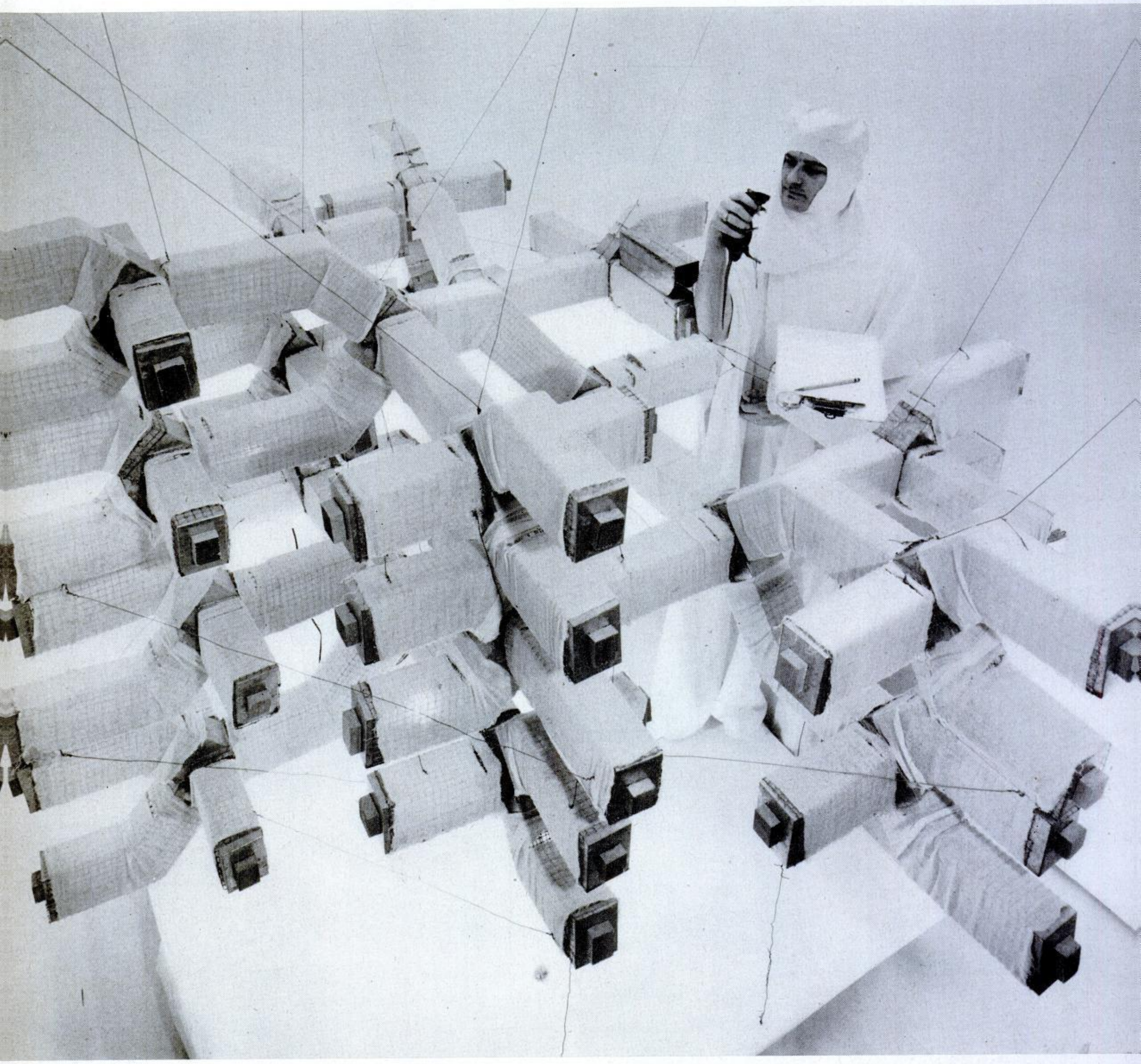
$1 down, $1 weekly at most Lane dealers · Over 100 styles and finishes

See the wonderfully wide collection of Lane Chests at leading furniture and department stores. Lane is the only pressure-tested, aroma-tight cedar chest. Made of ¾ inch red cedar in accordance with U. S. Government recommendations, with a free moth-protection guarantee underwritten by one of the world's largest insurance companies, issued upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. L, Altavista, Virginia. In Canada: Knechtels, Ltd., Hanover, Ontario.

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SCIENCE

3-D PERPLEXITY FOR RATS

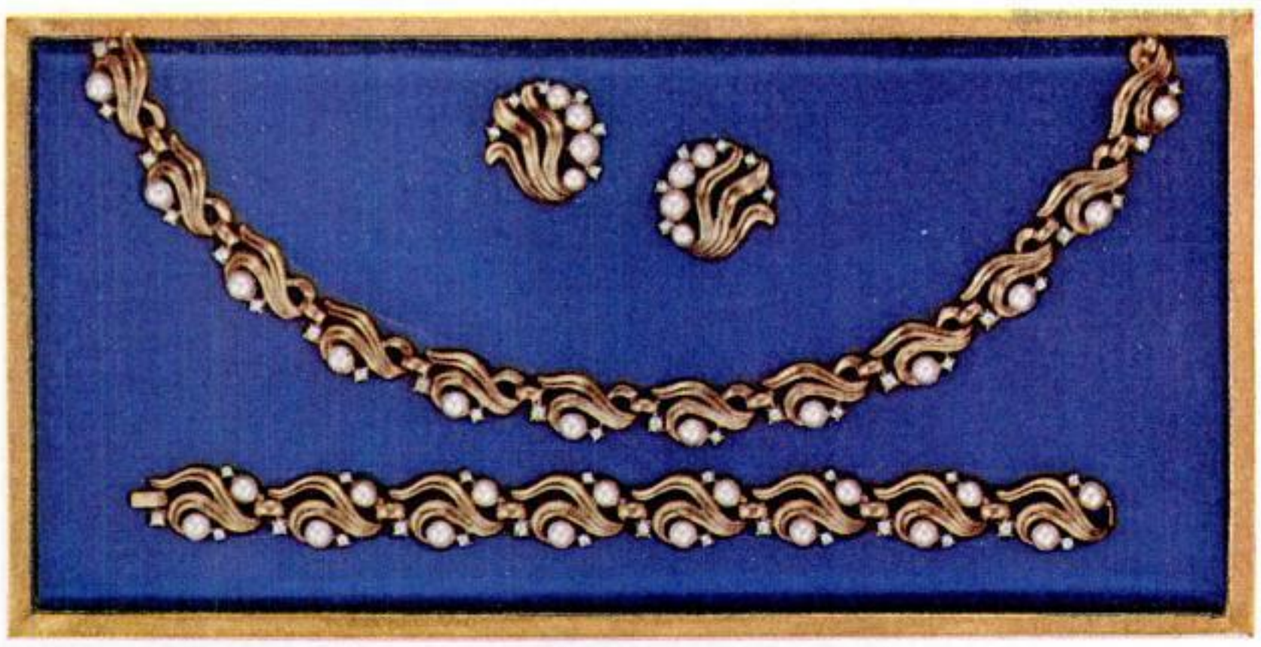


Psychologist's maze makes animals decide whether to travel up, down or sideways

Even for a sophisticated laboratory rat, accustomed to mazes, this one is an unsettling experience. At every turning point in the complicated structure, built to study the psychology of animal movements, the rat is confronted with a fourfold choice. If, for instance, it starts in the lower left-hand corner along the alley leading back into the picture, it must choose whether to zig up to the left or down to the left (to a couple of dead ends) or zag to the right or go straight ahead. To confuse his sense of direction even further, the maze, an elaborate combination of wire mesh alleys, is masked with white cheesecloth and hung by wires from the ceiling of a featureless white room devoid of shadows.

The architect of the devilish contraption is muffled in white monkish robes to blend with the background. He is Rae Harcum, who as a graduate psychology student at the University of Michigan built the three-dimensional maze to study the behavior of two groups of rats. One group was raised in a cage in which they could move only horizontally, the other group in one which permitted only vertical movement. Harcum wanted to see how strongly their habits persisted when they could move in all directions. He found that they not only cling to earlier patterns but that the horizontally trained rats, even after 40 days of testing, still have trouble finding food when they have to go up and down to get it.

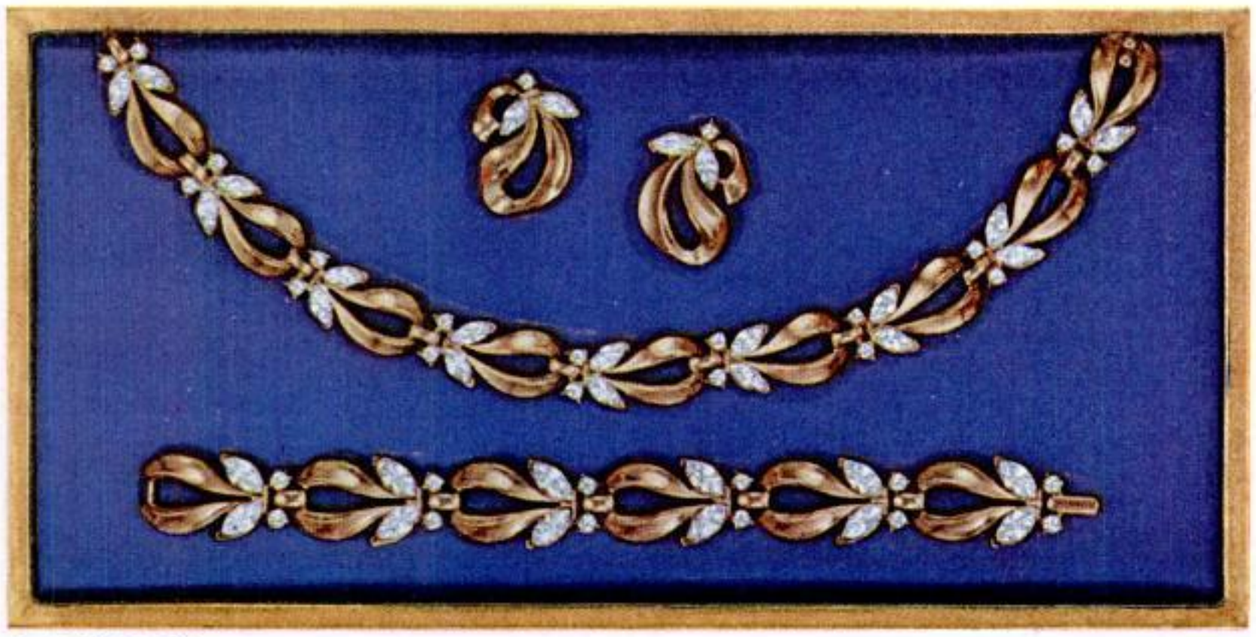
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1. CAPRICE*



2. GOLDEN GATE*



3. PRINCESS*

Make it a

WONDERFUL CHRISTMAS

with Jewels by

TRIFARI®



4. RENDEZVOUS*

1. Necklace, $7.50; Bracelet, $5.00; Earrings, $5.00.

2. Necklace, $5.00; (Matching Bracelet—not shown—$5.00); Expansion Bracelet, $5.00; Earrings, $3.00. (Also in Platinum-toned Trifanium)

3. Necklace, $7.50; Bracelet, $6.00; Earrings, $5.00. (Also in Platinum-toned Trifanium)

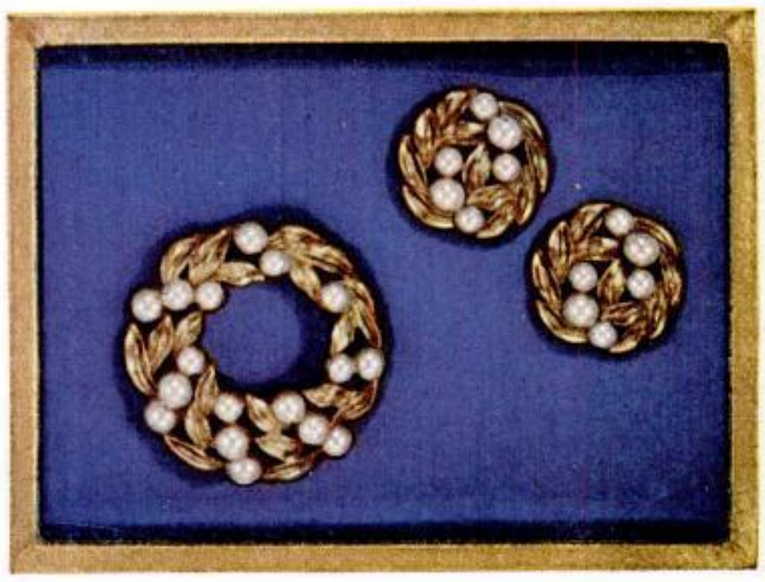
4. Pin, $7.50; Earrings, $5.00. (Also in Golden-toned Trifanium)

5. Pin, $15.00; Earrings, $12.50.

6. Necklace, $25.00; Bracelet, $15.00; (Two-Row Bracelet—not shown—$25.00); Earrings, $10.00.

7. Pin, $5.00; Earrings, $5.00.

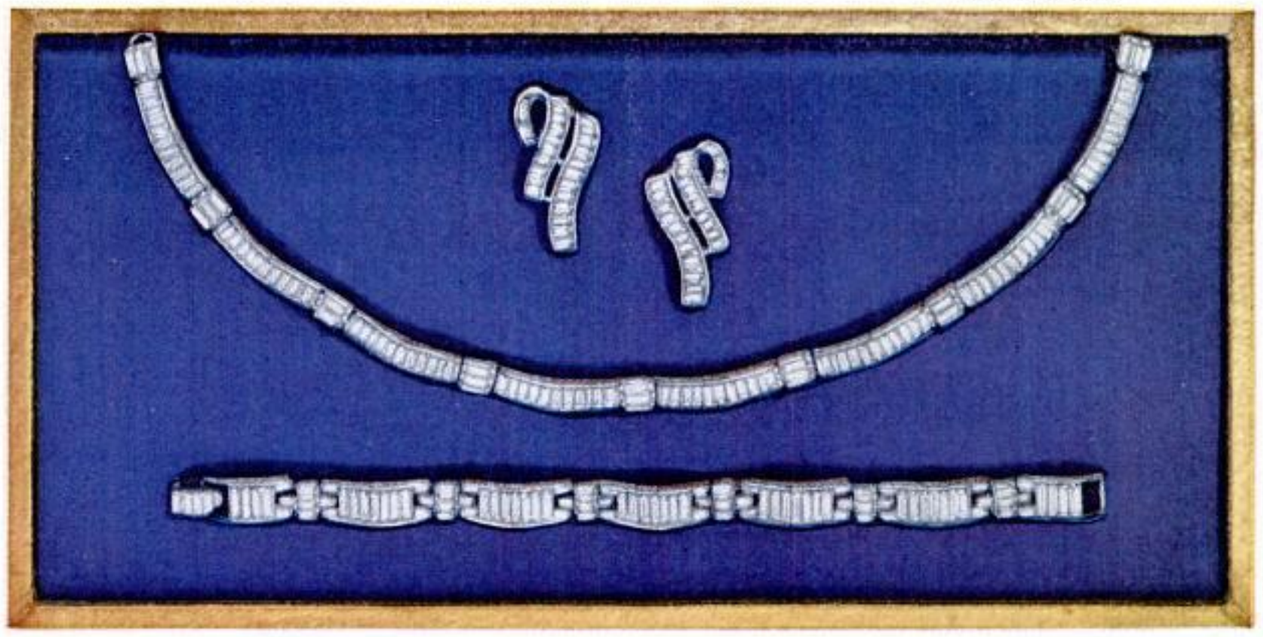
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7. WREATH*



5. ROYAL PLUME



6. RHAPSODY

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Now...the ARROW CUSTOM LOOK for '56

The handsome way to say Merry Christmas to the man you want to please is with this subtly colored striped shirt. Interpreted by Arrow, stripes set a new style note for both business and social hours. With harmonizing ties and handkerchiefs, *soft-toned* Arrow Shirts blend with every suit he owns. Shown above: Shirt, $3.95, Tie, all silk, $2.50, Handkerchief, 55¢.

ARROW first in fashion

by Cluett, Peabody & Co., Inc.



An Arrow ensemble . . . the perfect Christmas gift.

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BEFORE THE AGA KHAN, SPIRITUAL LEADER OF FIVE MILLION MOSLEMS, GRANDDAUGHTER YASMIN DANCES TO JACQUES OFFENBACH'S "LA VIE PARISIENNE"

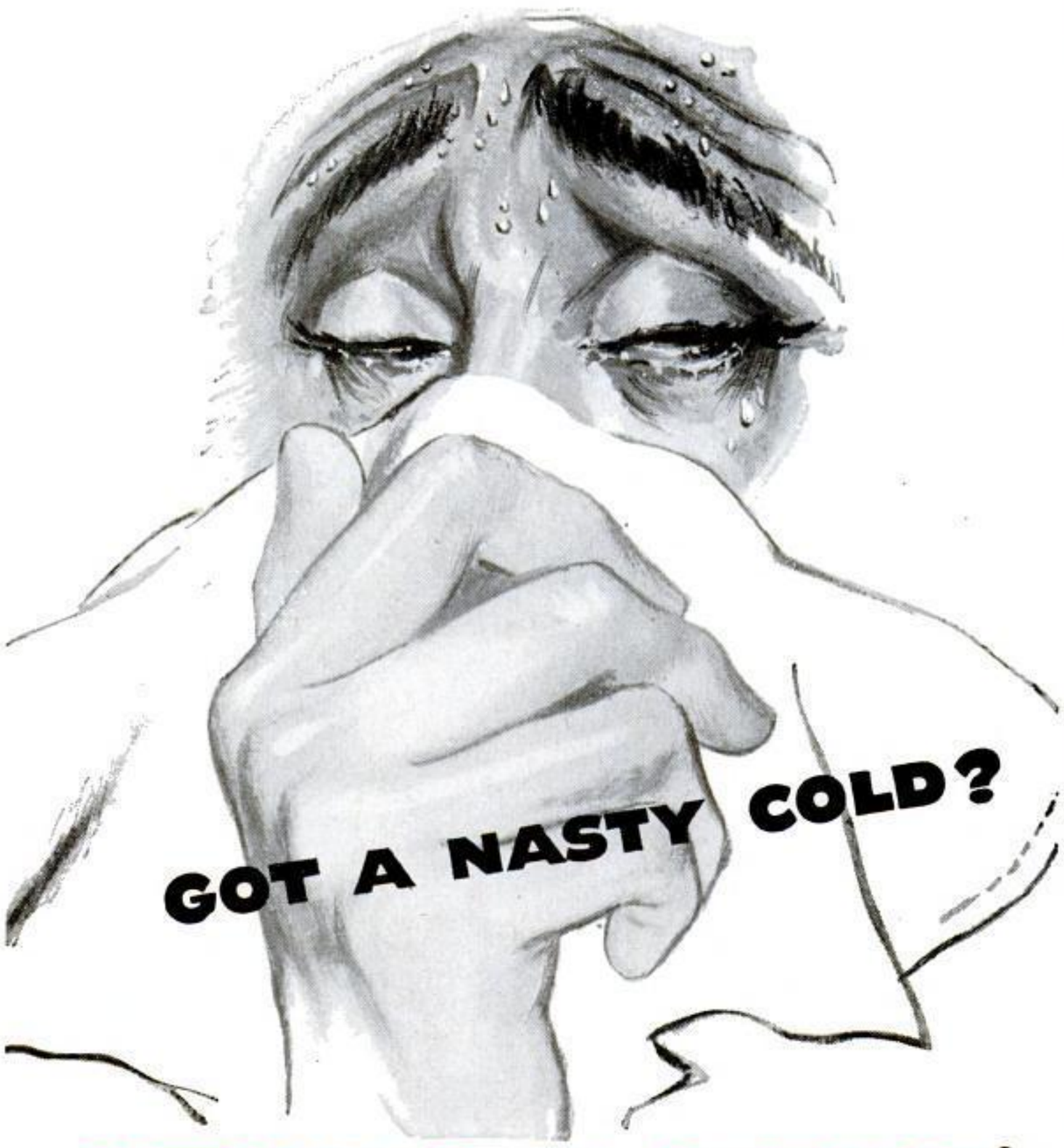
SURPRISE CANCAN FOR AGA KHAN

Princess Yasmin demonstrates talent she inherited from her famous mother to please doting potentate

For his 78th birthday the Aga Khan, who has practically everything, got an unexpected gift from his granddaughter. Just as the Moslem leader began his afternoon reading of the *Times* of London at his Riviera villa, Princess Yasmin, 5, daughter of Aly Khan and Rita Hayworth, tiptoed in and slipped a disk on a record player. While the Aga grinned like any granddad, she kicked off her shoes and whirled through a childish version of the cancan. Doing some steps never seen at the Moulin Rouge, she revealed a charming combination of talent and training acquired from her mother. Yasmin is spending six weeks with the Aga and Aly under her parents' 1954 divorce settlement, which also required Aly to post a $100,000 bond against her prompt return to Rita after each visit. Her parents, meantime, were devoting the season to less familial pursuits. While Rita was vacationing elsewhere in Europe and divorcing husband No. 4, Singer Dick Haymes, Aly arrived for the birthday with a redhead.

CONTINUED 85

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NEW BROMO QUININE®
GUARANTEES YOU MORE COMPLETE RELIEF
than any other cold remedy!

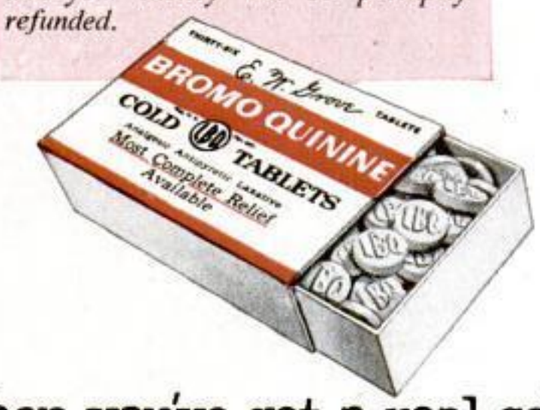
Unlike aspirin and other less effective remedies, new Bromo Quinine is a *real* cold tablet. Its exclusive medicinal formula now contains an amazing new Citrus BioFlavonoid—plus the five potent cold-fighting ingredients that have made Bromo Quinine so famous. It now guarantees the most complete relief possible from *all* these cold miseries:

Here's New Bromo Quinine's Amazing Guarantee:

If you have ever bought any cold remedy—at any price—that brought you:

- MORE COMPLETE RELIEF
- FASTER RELIEF
- LONGER-LASTING RELIEF

. . . simply return the unused tablets and your money will be promptly refunded.



1. **Runny or stuffy nose**
2. **Headache**
3. **Muscular aches and pains**
4. **Fever**
5. **Temporary irregularity**

New Bromo Quinine—with a Citrus BioFlavonoid—is designed to help relieve more cold symptoms, including those caused by viruses, than any other leading product.

When you've got a real cold - get a real cold tablet

BROMO QUININE







SPIRITED ROUTINE, climaxed by a hug, includes pirouettes and cartwheels performed in stocking feet on the lush Oriental carpeting of Aga's villa. The pictures reveal brunette Yasmin's striking resemblance to her mother.

Copyrighted material



10 *horsepower lifts 8,000 people an hour*

Get 5 to 10 more horsepower from your Car this winter



New Shell X-100 Motor Oil Premium can give your car a horsepower increase that may be as great as the power needed to lift thousands of Christmas shoppers on an escalator.

Here is the reason:
In the kind of driving you do most—short trips around home—your engine doesn't get a chance to warm up, especially in wintertime. Conventional motor oils, which have to be warm to flow freely, act as a drag on engine horsepower. This drag is eliminated when you use X-100® Motor Oil Premium because it flows freely in a cold engine. You can get 5 to 10 more horsepower the moment you start down the road.

X-100 Premium gives an important extra protection to your engine too. It stops *acid action*, the major cause of engine wear.

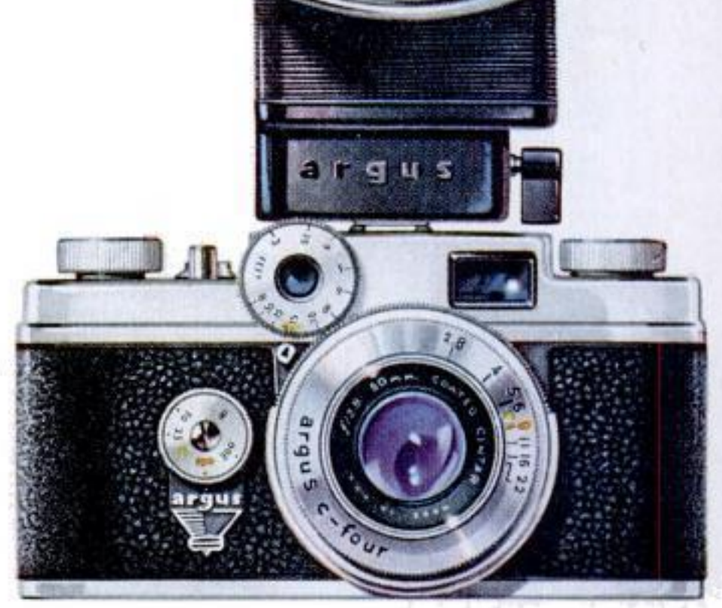
You'll be needing an oil change in the near future. See the Shell Dealer in your neighborhood. Tell him you want the finest protection your engine can have—Shell X-100 Motor Oil *Premium*.

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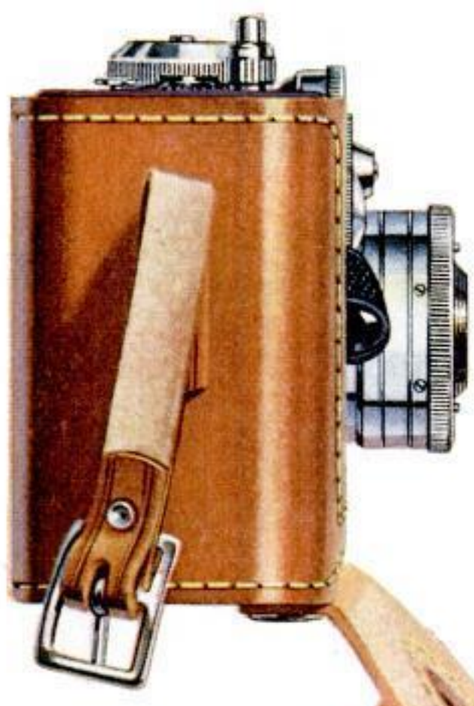


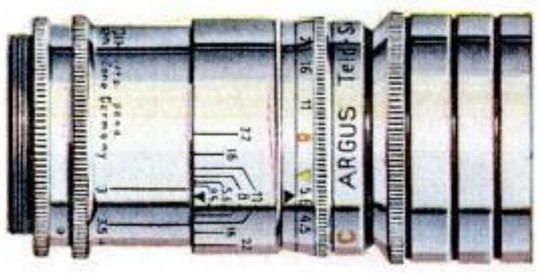
argus C-3: The C-3 is the world's favorite 35mm camera. It has a hard-coated, color-corrected f:3.5 Cintar lens. Shutter speeds, up to 1/300 second, are gear-controlled for fast, precise action. The rangefinder is lens-coupled for sharp focusing. The flashgun plugs right into the camera. *Only* **$66.50**
complete with case and flash

Two interchangeable lenses make the C-3 as versatile as cameras costing hundreds of dollars more: Argus C-3 Telephoto Lens and Argus C-3 Wide Angle Lens.
Only **$49.50** *each.*

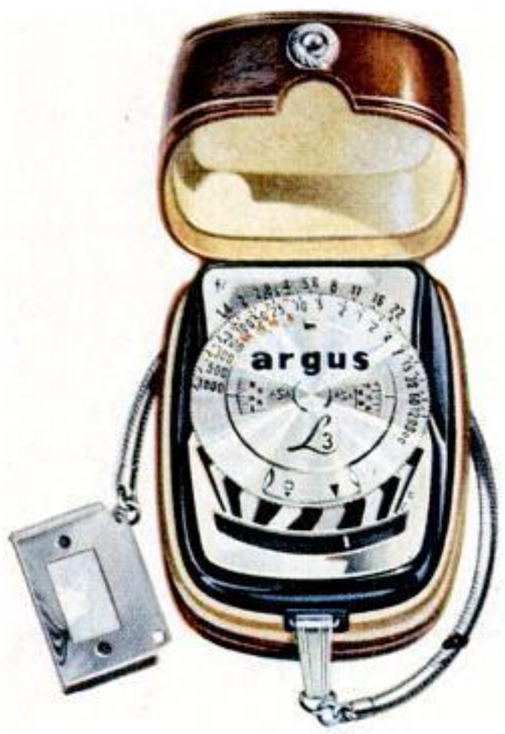


argus C-4: America's most distinguished 35mm camera. The C-4's superfast Cintar f:2.8 lens gets the picture even in dim light. Rangefinder and viewfinder are combined in one window to let you focus and compose with one easy adjustment. Built-in flash synchronization, Color-matic settings.
Only **$84.50** *Case: $7.50 Flash: $7.50*







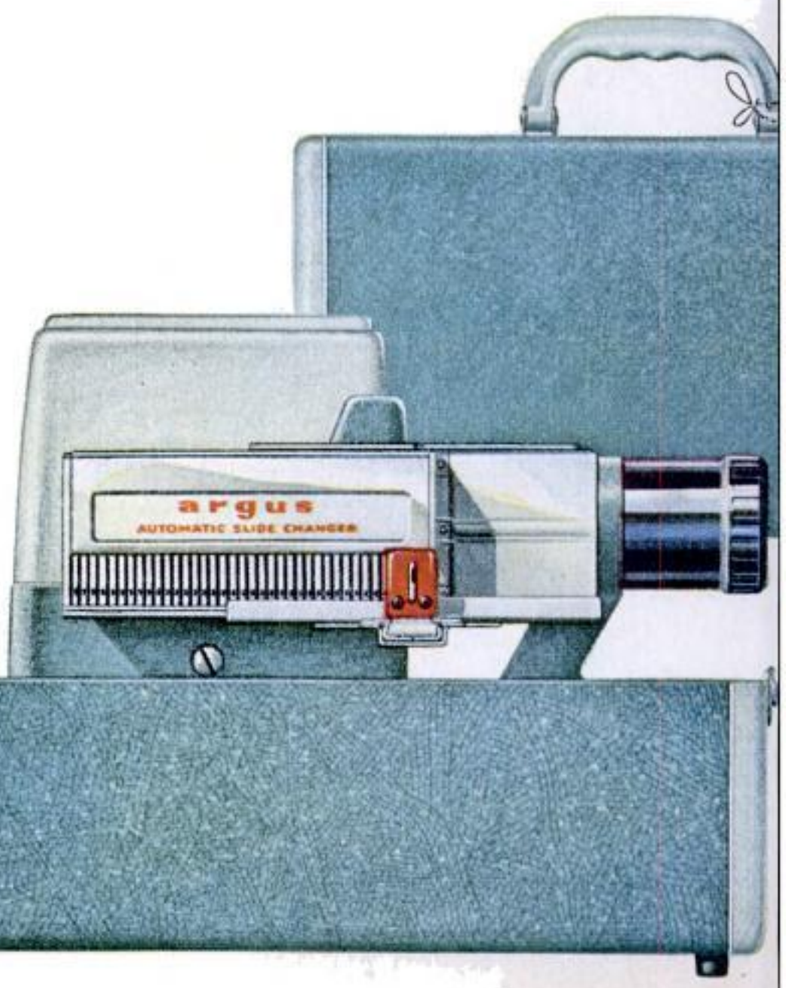


argus "*Instant-Reading*" light meter
Gives direct setting data instantly and accurately. The pointer tells you the correct f-stop and shutter speed. A full range of readings—from f:1.4 to f:22—and from 1/1000 second to two minutes—for both incident and reflected light. *Only* **$16.95**
complete with carrying case



Argus L-3 Booster Cell gives you a magnified reading when light is dim. Plugs right into the Argus Light Meter and gives you direct readings.
Only $7.95, complete with case.

argus has

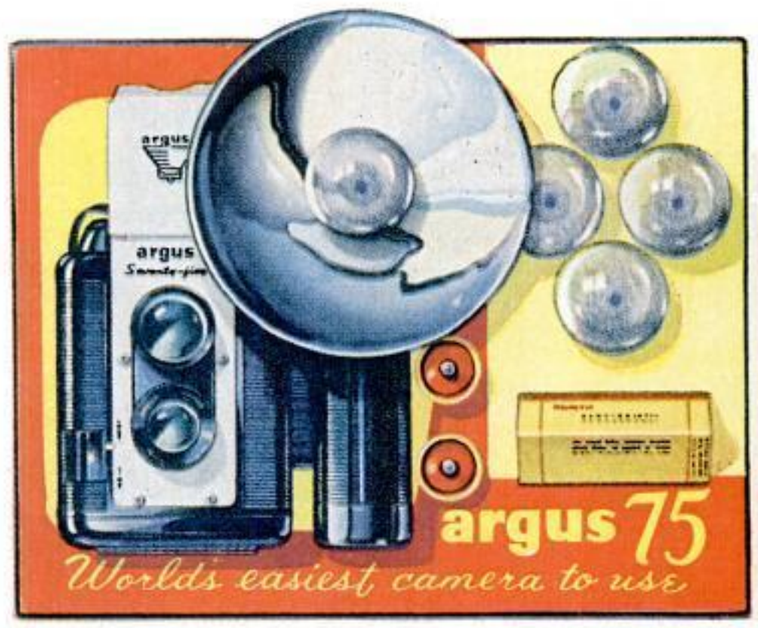


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argus A-4: This low-priced, big-value 35mm camera takes magnificent color slides. Its Cintar f:3.5 lens is the fastest of any American-made 35mm camera in its price class. It has precision shutter, Color-matic settings, built-in flash synchronization.

Only **$32.50** *Case: $3.65 Flash: $3.80*



argus 75 camera kit: The Argus 75 is the world's easiest camera to use. It has a big, picture-size viewfinder, a lens that's always in focus, and a double-exposure preventer. Kit includes camera, plug-in flashgun and shield, flash bulbs, batteries and film—everything for wonderful pictures!

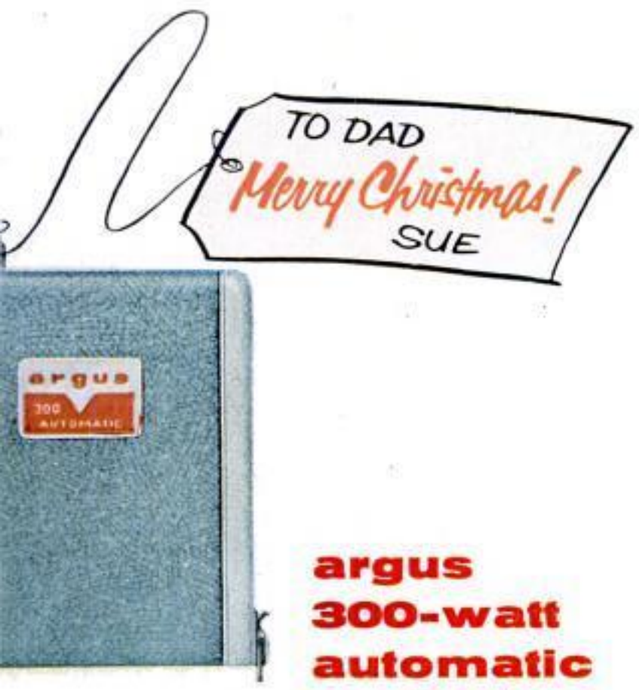
Only **$19.95** *complete.*



argus super 75 color kit: The Super 75's full-focusing, three-stop, f:8 lens shoots color indoors or out, night or day, close-up too. Kit includes flashgun, flash guard, leather carrying case, color flash bulbs, batteries, color film.

Only **$32.75** *complete.*

a gift for making people happy!



argus 300-watt automatic projector

Only **$66.50** *complete with carrying case.*

It shows, changes, stores your color slides. You never have to touch them. An easy push-pull of the handle positions each slide for perfect viewing, then returns it to the magazine automatically. Slides are protected from finger marks and damage by individual metal frames that can never fall out of the magazine. Pictures leap to life in brilliant true colors. A powerful, silent blower keeps your valuable slides cool, even during long showings.



Big people, small people . . . men people, women people . . . young people, old people . . . they all become *happy people* when the Christmas wrappings open up on an Argus!

An Argus camera, for example, will let them take wonderful pictures on beaches or in caves . . . in houses where Washington slept or in hotels where they slept . . . anywhere the mood strikes them. And an Argus projector will let them see their color slides as big as life—and just as true.

So put happiness on your Christmas shopping list right now. You can pick it up at your Argus dealer's the next time you pass his way.

argus

Manufacturers of precision photographic and optical instruments

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Gifts that little girls love...

Budding Beauty by TUSSY



Toilet Water 2 oz.....$1

Hand Lotion 4 oz.....$1

Lipstick with Mirror $1.25

Dusting Powder $1.25

Bubble Bath, 16 envelopes, $1



Trio of Toilet Water 1 oz., Hand Lotion 1 oz., Liquid Bubble Bath 1 oz.....$1

all prices plus tax

Soap Threesome $1 no tax





for the little girl you love!

Budding Beauty gifts are sheer bliss for any tiny miss ... her own special "grown-up beauty things"! There's lipstick (soothing, colorless pomade) with a mirror, bubble bath, toilet water, and dusting powder just like big sister's! And so many other thrilling, fragrant Christmas gifts! Ask for Tussy Budding Beauty Toiletries at good stores everywhere.

Budding Beauty dress by Youngland, is made of Indian Head brand Zephyr-Set cotton. Available at fine stores anywhere.

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The ninth day . . .

Nine ladies dancing



The tenth day . . .

Ten lords a-leaping



The twelfth day . . . Twelve drummers drumming

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Libby's Home Economist

MARY HALE MARTIN *stars pineapple in gala treat for the holidays*

Libby's Easy-Do Party Tricks



Peach Snowball. Chill and drain Libby's Peach Halves—be sure to use *Libby's* because they're the juicy, tree-ripened kind that make the most wonderful desserts. Put together two Libby's Peach Halves with softened cream cheese mixed with shredded coconut, and add cherry for garnish. Delicious!



Party Starter. This sparkling golden juice *looks* so pretty on your table—and starts *any* party any time of day so deliciously! You want the freshest tasting juice so be sure to get *Libby's* Pineapple Juice—it's sweetened only by the sunshine, and quick-packed in Hawaii. All you do is chill and serve!



New! Pineapple Cheese Cake. Dazzle your friends with this glorious combination—a golden swirl of Libby's Pineapple on delicate cheese cake! You want big juicy slices of finest *Hawaiian* pineapple for this recipe so be sure to get *Libby's*. Just mix ⅓ cup sugar, 1 tablespoon flour, ¼ teaspoon salt. Blend thoroughly with one 8-ounce package cream cheese. Beat 3 eggs well, add ⅓ cup cream and combine gradually with cheese mixture. Pour into 9-inch pie plate lined with crumb crust. Bake at 325° F, 35 minutes. Decorate with crumbs and half slices of Libby's Pineapple. What a beauty!

Taste the fresh difference in Libby's

QUICK-PACKED IN HAWAII BY LIBBY, McNEILL & LIBBY, HONOLULU

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The Twelve Days of Christmas

A SPARKLING MOVIE SHORT ILLUSTRATES AN ANCIENT YULETIDE FOLK SONG

"On the first day of Christmas my true love sent to me . . ." begins the English ballad. It goes on to enumerate a gift for each of the 12 days from Christmas to Epiphany—a festive thought, but one which no swain would be likely to take literally. Not so the hero of *On the Twelfth Day*, which George K. Arthur, oldtime comedian turned producer (*Martin and Gaston*, LIFE, June 14, 1954), has made of the old song. In his colorful two-reeler, designed by Artist Ronald Searle, literal-minded Truelove (David O'Brien) brings his girl (Wendy Toye) pipers, drummers, doves, geese, hens and assorted livestock, creating a hilarious bedlam beyond any ballad-singer's wildest dreams.



The first day . . . A partridge in a pear tree

CONTINUED

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The second day . . .
Two turtle doves



The third day . . .
Three French hens



The fourth day . . .
Four colly birds



The fifth day . . .
Five gold rings

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The sixth day . . .

Six geese a-laying

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The seventh day . . .
Seven boys a-singing



The eighth day . . .
Eight maids a-milking

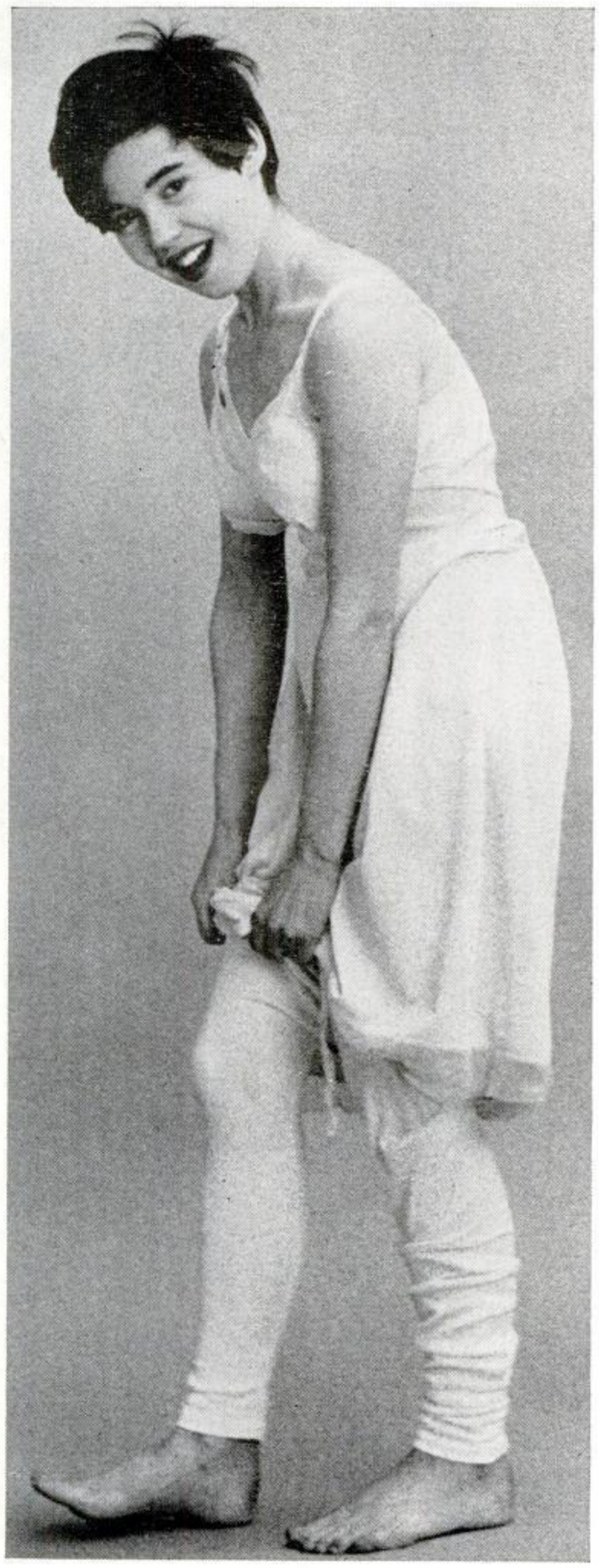


The eleventh day . . . Eleven pipers piping

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First thing I do is slip out of my skirt

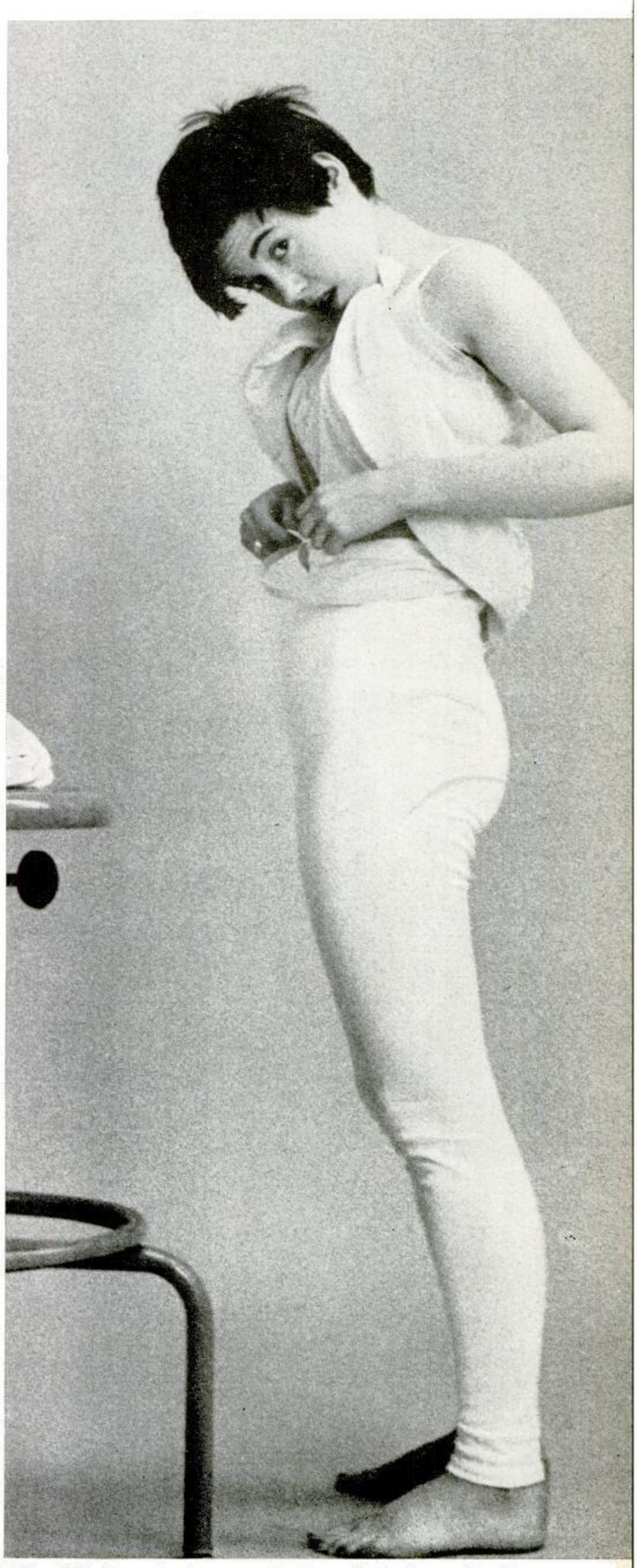


I start into this rig and feel I look like Nehru

Slight Sprite Is Bright New Sight

ONLY OLD OR SMALL SUITS SUIT SUSIE

Susie Miller, 20 years old and four feet eleven inches high, worked in an antiques show until she modeled an antique gown on Steve Allen's NBC-TV *Tonight* show. Allen and the audience found the tiny new girl much more attractive than the tiny old dress. Susie became a regular in the cast and the fall TV season's most talked about new exhibit. She takes part in skits and wears odd and fetching clothes—something startling that comes in a child's size. LIFE followed Susie to a fitting last week where she tried on a new rig and came up with the observations set down in these captions.



When I hitch up the drawers—they're called "dance skins"—I decide that I look a whole lot better

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how to raise

THE "IRON CURTAIN" OF DEAFNESS

that shuts you off from others





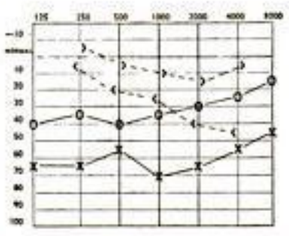
Regain lost contact with family and friends with a BELTONE hearing aid . . .now you hide it one of 4 new ways

YOU are no longer condemned to live shut off from other people and the active world around you. Startling new advances at the Beltone Research Laboratories may raise the "Iron Curtain" of deafness . . . help you recapture lost joys of normal, easy conversation . . . pleasures of social life . . . companionship of your children or grandchildren . . . the blessed comfort of church services . . . the recreation of radio, TV, movies.

YOUR HEARING LOSS IS AN INDIVIDUAL PROBLEM

Any one of countless impairments inside the delicate mechanism of your ear can cause hearing loss. Your own specific loss differs from other people's in both nature and degree. Since hearing losses are as different as fingerprints, your hearing correction should be different from other people's. You may hear loudly, but not *clearly*, with a standard aid designed to correct an "average" loss. To hear as naturally as possible, you will want an individual correction for your loss. That's why Beltone offers you such a wide variety of super-sensitive hearing corrections.

YOU DON'T RISK GUESSWORK ON FITTING WITH A BELTONE



A trained Beltone Hearing Aid Consultant measures your hearing loss scientifically with a new advanced Beltone Audiometer. Then he uses Beltone's exclusive fitting instrument, the Selectometer, to fit you with the ONE correction that helps you hear most clearly.

NEW FREE BOOK – *Write to the address below for a fascinating FREE book which reveals how a Beltone, individually fitted to you, may raise the "Iron Curtain" of deafness that shuts you off from others.*

Beltone

ALL TRANSISTOR HEARING AIDS

Also creators of Precision Audiometers for Hearing Tests

For FREE Book—write Dept. 4-187, Beltone Hearing Aid Co., 2900 West 36th Street, Chicago 32, Ill.
In Canada—write Dept. 4-187, Beltone Service Depot, Rosemount, Montreal, Quebec

IF HEARING IS YOUR PROBLEM, BELTONE IS YOUR ANSWER



The jacket that comes with the outfit can be put on in either of two ways: I can just put it on . . .



. . . or I can turn my back and look over my shoulder like the girls who do all the modeling. They call it "the jacket bit"

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Grand Prix by SWANK



Jade
$10 per pair



Corsican
$5 per pair



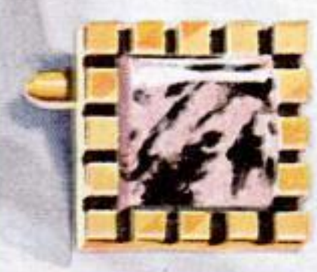
Bengal
$5 per pair



Lancer
$5 per pair



Wild Horn
$5 per pair



Meadowbrook
$10 per pair



Biarritz
$10 per pair



Bahrein
$5 per pair



Unicorn
$7.50 per pair



Baron
$5 per pair



Atlantis
$10 per pair



Patrician
$5 per pair



Granada
$5 per pair



Calcutta
$10 per pair



Damascus
$10 per pair



Regalia
$5 per pair



El Dorado
$10 per pair



Florentine
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Karachi
$7.50 per pair



Horseman
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Armada
$10 per pair



Tiberius
$5 per pair



Athens
$5 per pair



Conquistador
$25 per pair



Madrid
$10 per pair



Galaxy
$5 per pair



Facette
$12.50 per pair



Milano
$7.50 per pair



Barcelona
$10 per pair



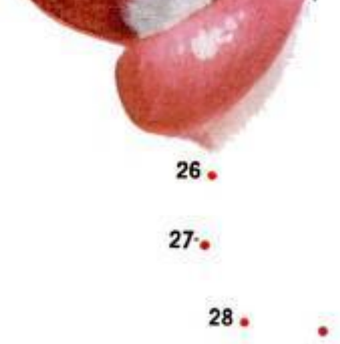
Sirocco
$5 per pair

Cuff links shown actual size. Look for the name SWANK.® World's Largest Manufacturer of Men's Jewelry. **Prices plus Fed. Tax.** Swank, Inc., Attleboro, Mass.

W. BEASON

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"I'm irresistibly drawn to the man

who wears Jayson"

SHIRTS, SPORTWEAR, PAJAMAS

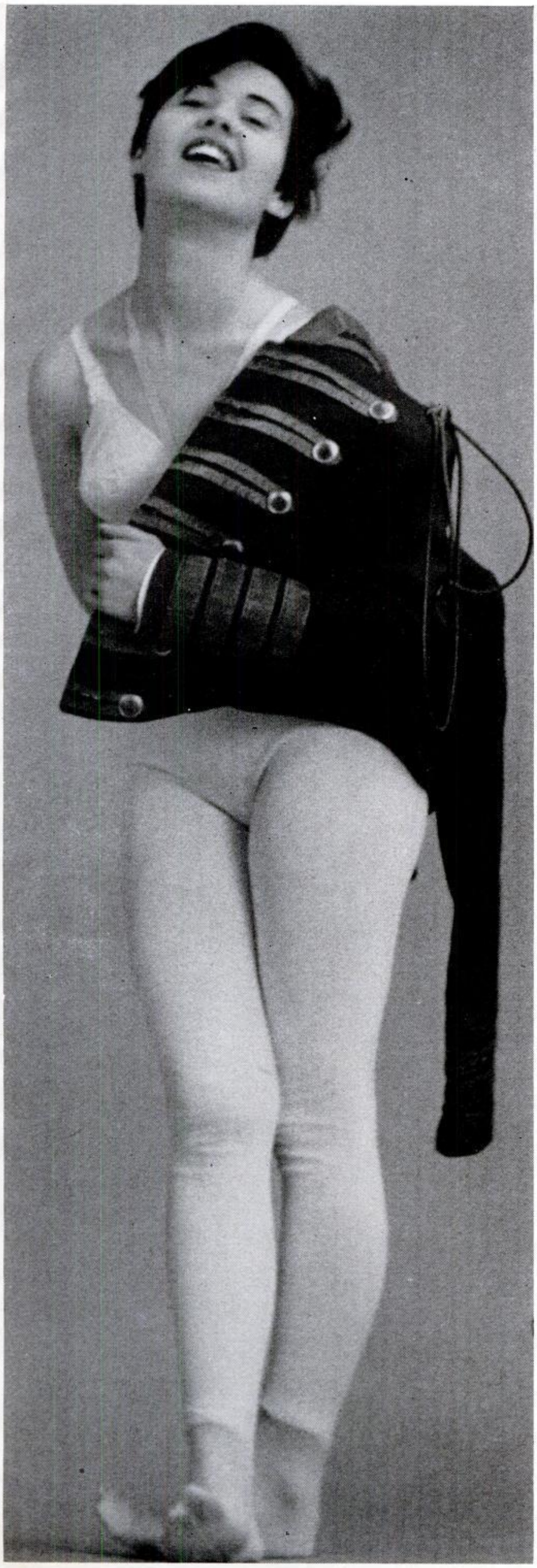
...because they fit to perfection!



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JAYSON, 1115 Broadway, New York 10, N. Y. Also makers of Excello Shirts and Sportwear

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This would be "the toujours gai *bit" in a fashion picture but I try to look alluring to divert attention from the costume to myself*

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Exclusive GOLD MARK

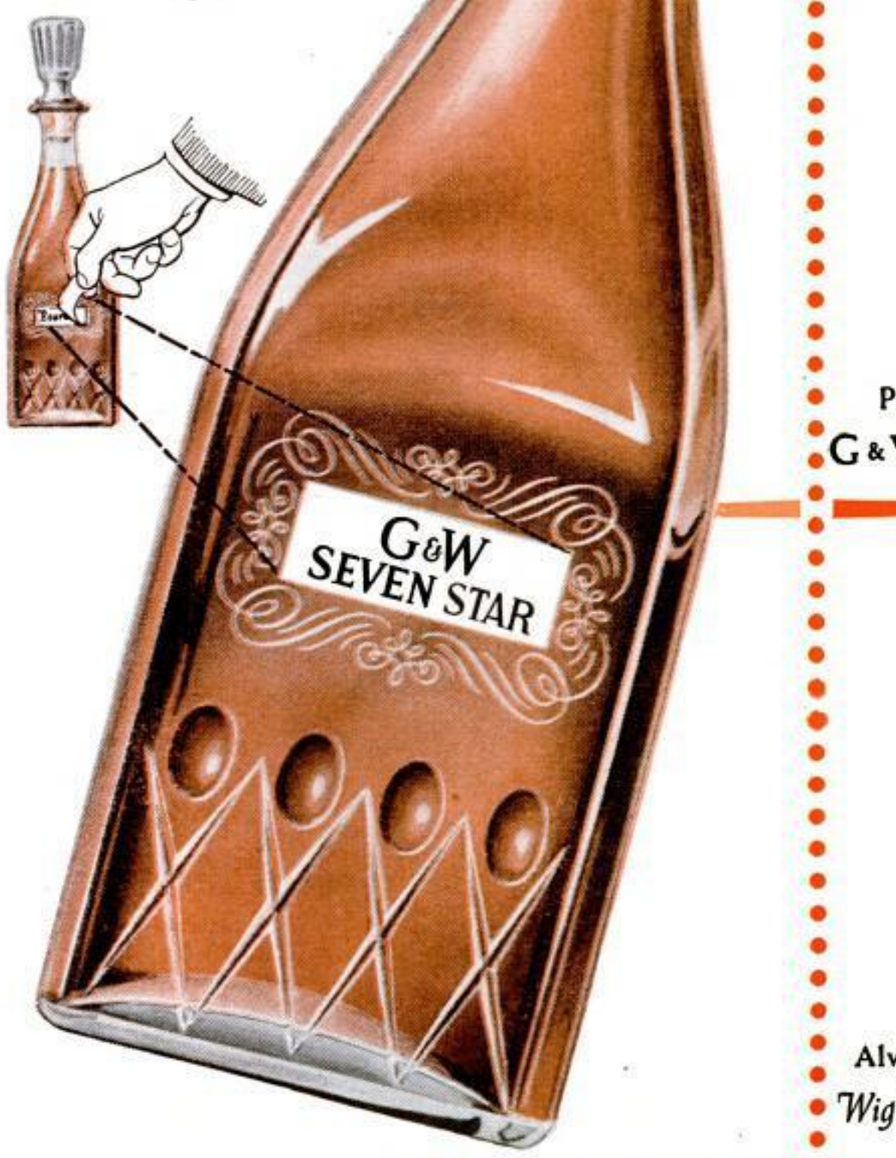
DECANTERS

by G&W

with your favorite whiskey at

NO EXTRA COST

Just remove the label and you have a beautiful, permanent decanter with the word Rye, Scotch, Bourbon, Canadian or Gin inscribed in gold.





In Gold Mark Decanters

Best Bourbon Buy

MILL FARM



In Gold Mark Decanters

Popular People Pick

G&W SEVEN STAR



In Gold Mark Decanters

Always a Welcome Gift

Wight's SHERBROOK



Collect a complete set of five decanters—at no extra cost—for home bar, buffet or gifts.

Smart "HOSTRAYS", designed for either 2, 3, or 5 Gold Mark Decanters, are available at modest cost ... See your retailer.

Millions say 'When' with

WILLIAM PENN

in regular bottles only



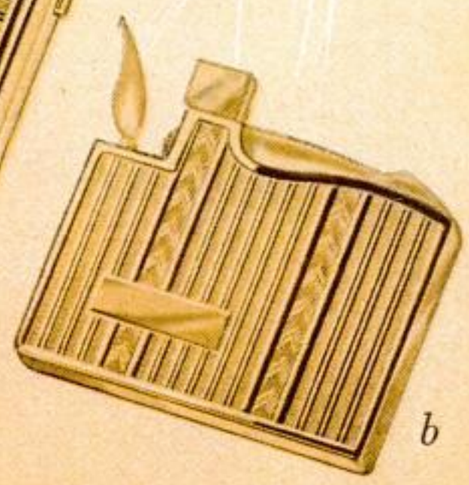
MILL FARM, STRAIGHT BOURBON WHISKEY, 86 PROOF; SEVEN STAR, BLENDED WHISKEY, 90 PROOF, 37½% STRAIGHT WHISKEY 6 YEARS OR MORE OLD, 62½% GRAIN NEUTRAL SPIRITS; WILLIAM PENN, BLENDED WHISKEY, 86.8 PROOF, 35% STRAIGHT WHISKEY 6 YEARS OR MORE OLD, 65% GRAIN NEUTRAL SPIRITS; GOODERHAM & WORTS, PEORIA, ILLINOIS; SHERBROOK, STRAIGHT RYE WHISKEY, 86 PROOF, 7 YEARS OLD; THE FRANK L. WIGHT DISTILLING CO., LORELEY, MARYLAND.

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so easy to choose . . .
so sure to please . . .
so proudly owned



a



b

The "400" automatic lighter (b and c). No larger than a book of matches. World's thinnest, lightest, easiest to fill. Will not flood or leak. Easy to replace flint. Equalized flint pressure, sure-fire—patented—guaranteed. Priced from $4.95

L'Élégant—a truly distinguished, tailored, engraved design in smart gold tone.

a. Cigarette Case. Holds king-size or regular $9.95
b. Lighter $7.95

Woodland Fawn—Any accessory of your choice in this superbly crafted design. The grace of each is accented in an engraved inlay effect in polished gold tone on satin silver.

c. Lighter $9.95
Cigarette Case to match. Holds king-size or regular $9.95
d. Compact. Accommodates pressed or loose powder $9.95
e. Carryall—A treasured gift for milady. For all her vanity needs on any occasion. With carrying case $17.50
Also available with chain bracelet. Other styles in genuine alligator or bejeweled elegance from $12.95 to $35.00.



c



d

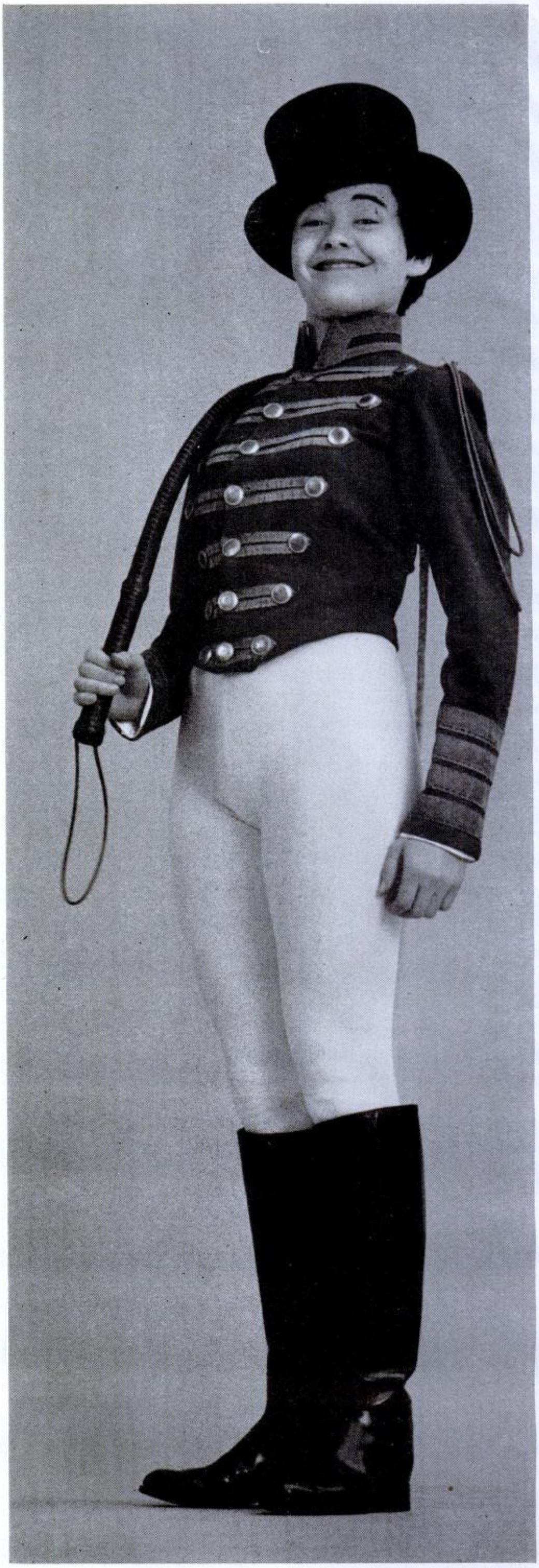


e



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FASHION ACCESSORIES
REFLECT YOUR OWN GOOD TASTE

Compacts · Carryalls · Automatic Lighters · Cigarette Cases · Dresser Sets · Fashion Jewelry · Cultured and Simulated pearls. Cherished gifts on all occasions. Singly, each is a now and forever treasure—matched, the season's smartest gift ensemble.



And now, all of me is in a size 5 lion tamer's suit. My mother in Toledo will just go crazy when she sees me in it

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You save more of Christmas in movies



Only in home movies can you hope to capture all the *color* and *motion* of your family good times. Kodak's 8mm equipment offers you snapshot ease and economy in movie making. Camera prices start at only $37.50. Ask your Kodak dealer about small down payments and easy terms

America's growing favorite in movie cameras

No wonder hundreds of thousands use Brownie Movie Cameras! Just one simple setting to make. Then aim and shoot. Easy . . . and economical. One roll of 8mm color film at only $3.75 gives you 30 to 40 newsreel-length scenes—enough to capture the highlights of a whole weekend's fun.



Brownie Movie Camera, f/2.7, only $37.50
with faster f/1.9 lens, $46.75

Complete movie outfit for under $100

Brownie Movie Camera *f*/2.7 and Brownie Movie Projector *f*/1.6 with a compact preview screen—all at a price that makes this outfit an ideal gift for the whole family. (For those who already own an 8mm movie camera, the projector alone makes a handsome present. Shows all 8mm movies brilliantly 3 feet in width. Single-knob control to start, show stills, reverse or rewind. $62.)



Brownie Movie Outfit, $99.50

New...versatile turret model

Triples the fun of movie making, makes possible a variety of exciting effects. Handy revolving turret lets you flick additional lens elements into place for wide-angle or telephoto shots—versatility up to now available only in movie cameras costing several times more. Nothing else to buy!



Brownie Movie Camera, Turret f/1.9, $79.50

Low-price "starter" movie kit

Wonderful camera . . . wonderful gift. Features 8mm Brownie Movie Camera, Brownie 4-Lamp Movie Light for easy indoor movie making, and camera field case. (Brownie 4-Lamp Movie Light, $8.45. Field case, $4—thoughtful small gifts for Brownie Movie Camera owners.)



Brownie Movie Camera Kit, f/2.7, $49.95
with f/1.9 camera, $59.20



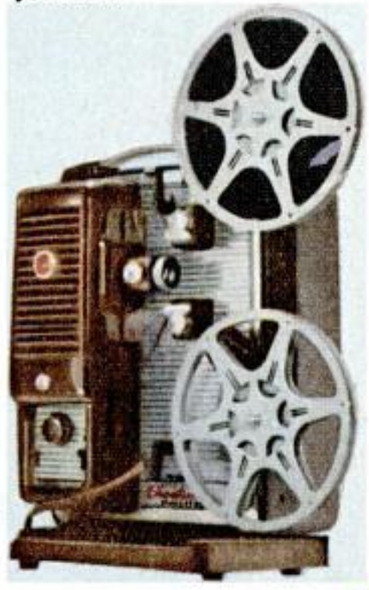
Brand-new and brilliant

New Medallion brings top convenience to 8mm movie making. Loads in 3 seconds with factory-sealed film magazines. Change film any time, even in broad daylight. No threading. Brilliant *f*/1.9 lens, 4 speeds, accepts auxiliary lenses.

Cine-Kodak Medallion 8 Camera, $144.50

New Showtime Projector shows 8mm movies at their best and biggest . . . easily fills screens up to 5 feet wide. Projects single-frame "stills," too . . . reverses action for comedy effects. Extremely easy to operate and maintain. It's lubricated for life!

Cine-Kodak Showtime 8 Projector, $115



Prices include Federal Tax where applicable and are subject to change without notice

Eastman Kodak Company, Rochester 4, N. Y.

Kodak
TRADE-MARK

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The same
fine Calvert as always.
No extra cost for this
Beautiful Gift Decanter by

Russel Wright

DISTINGUISHED AMERICAN DESIGNER

CALVERT DISTILLERS COMPANY, NEW YORK CITY — BLENDED

Calvert

presents...

America's Smartest Gift Decanter

Containing the choicest whiskey you can give and serve

IN STUNNING simplicity and flowing form, this classic decanter symbolizes the superb smoothness and mellowness that make Calvert *satisfy like no other whiskey.*

So pay this compliment to the good taste of those you admire . . . give them Calvert . . . the most popular whiskey you can buy in a decanter . . . and add pride to their pleasure with this handsomest whiskey package of the season!

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New Gleem Toothpaste for people who can't brush after every meal

JUST ONE BRUSHING destroys decay- and odor-causing bacteria!

If you can't always brush your teeth after meals, even though it's best, *you* should change to Gleem, too. One Gleem brushing destroys up to 90% of bacteria (major cause of decay) . . . protects most people against mouth odor *all day*. Gleem's flavor is so wonderful even youngsters like to use it regularly! And for children, regular after-meal brushing is a *proven* way to reduce decay!





Mouth odor stopped all day for most people with *one* Gleem brushing. Scientific tests prove just brushing with Gleem before breakfast gives all-day protection against most unpleasant mouth odor. So *always* start your day with Gleem.

Only Procter & Gamble's new GLEEM has GL-70 new cleaner and decay fighter!

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CLOSE-UP



ADOLF HEUSINGER (RIGHT FRONT) STANDS WITH HANS SPEIDEL (LEFT) UNDER HUGE IRON CROSS AT NOV. 12 CEREMONY MAKING THEM BONN'S TOP GENERALS

NEW-MODEL BOSS OF A NEW GERMAN ARMY

Out of uniform since he told off Hitler, Heusinger launches democratic reforms

by CHARLES THAYER

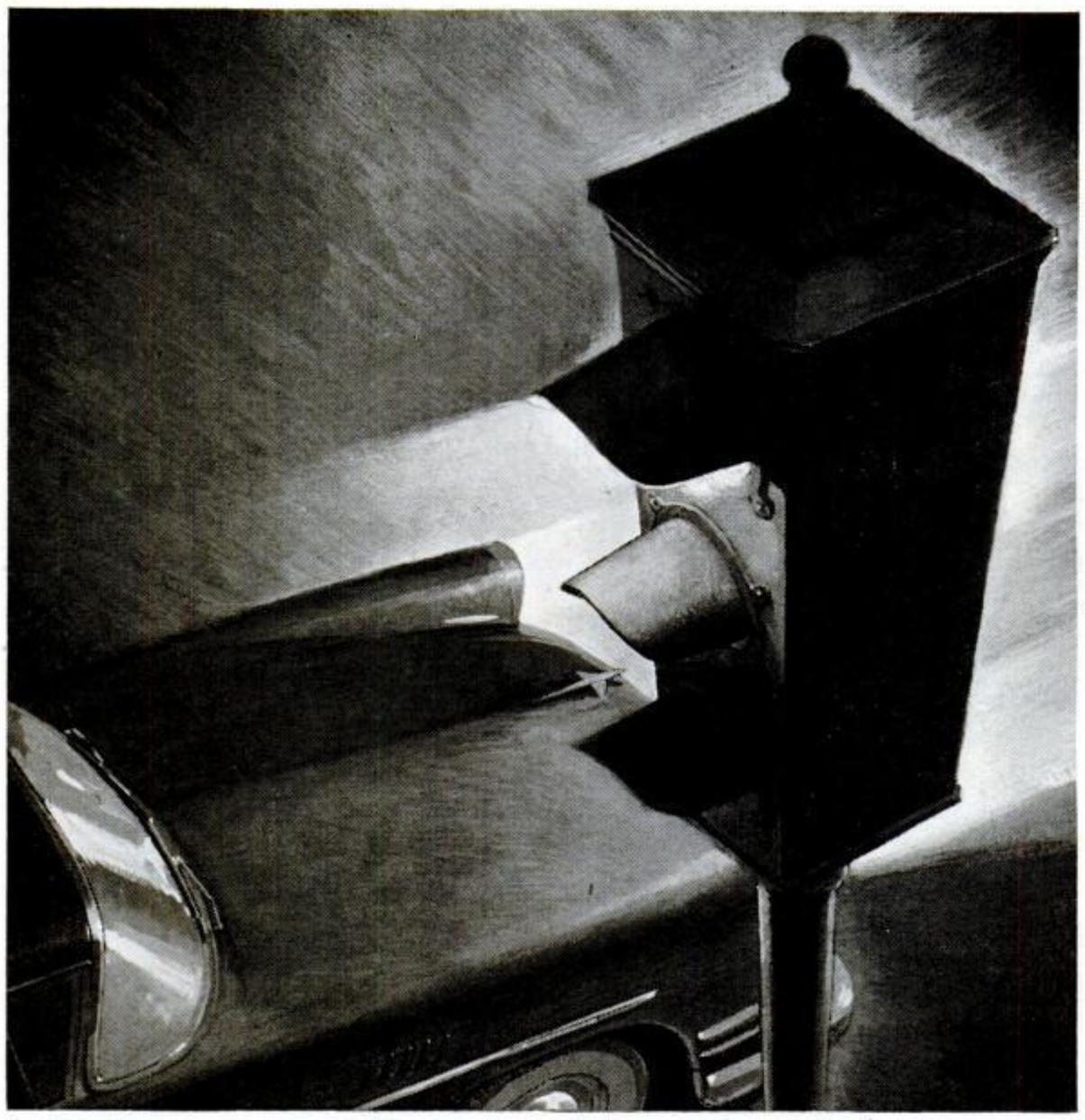
A FEW weeks ago 101 men stood at attention in a government building in West Germany's capital and were sworn in as the first commissioned and noncommissioned officers of the new West German armed forces. The date, Nov. 12, was evocative: it was almost exactly 37 years after Germany's surrender in World War I, 10½ years after her even more disastrous defeat in World War II, more than five years after the first proposals for German rearmament.

In the motley group—only 12 had been able to outfit themselves with uniforms in time for the ceremony—there were two officers of general rank: Lieut. Generals Adolf Heusinger and Hans Speidel. Speidel, who has been serving as chief German military representative to NATO, will return to Paris in his newly commissioned capacity. Heusinger, with the title of General Inspector of the Army of the German Federal Republic, was assuming officially the job of rebuilding from the ground up a German army that will be not only an efficient fighting unit but a democratic one.

Some of the apathy which Heusinger must overcome was revealed in the atmosphere of the commissioning ceremony. It took place in a hastily redecorated defense ministry garage. Outside no crowds gathered to admire the snappy new gray uniforms. Many German papers didn't even headline the event. Worse than the apathy facing Heusinger is the outright hostility of many of the ex-Wehrmacht high brass, who disdain him as something of an upstart and his plans for "democratizing" the German army as civilian hogwash.

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How much will the stop-and-go seesaw cost you?

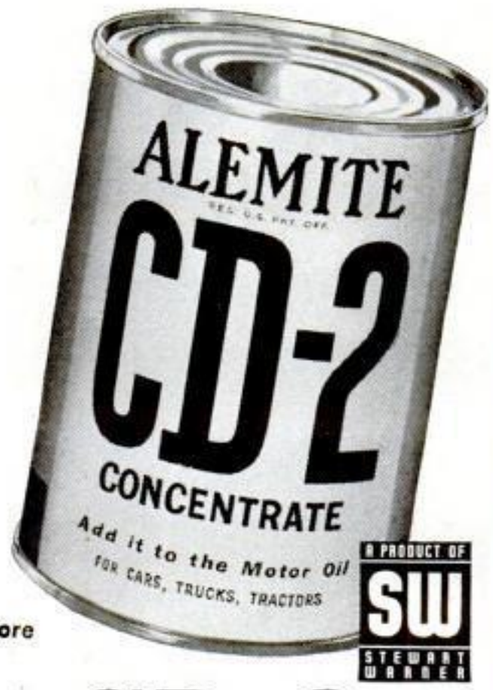
During stop-and-go driving your engine temperature goes up and down like a seesaw. And each time it cools, dangerous by-products collect—acid, sludge, water. These by-products produce rust, gum up valves and valve lifters, pit metals. Two symptoms of their presence are sluggishness and motor knocking. That's why if *you* are a stop-and-go driver, you need the *6*-way protection of Alemite CD-2.

CD-2 is a combination of six active ingredients . . . each protects your motor in a different way. No ordinary additive can match this combination action of Alemite CD-2 regardless of the gas or oil you use. The minute you add a can of CD-2 to your crankcase, it goes to work. Almost at once your car runs smoother and quieter. Sludge is dissolved. Lubrication is better.

Watch! The next time you change your oil you'll see real evidence of CD-2's value. You'll actually see the thick, clogging sludge that Alemite CD-2 washes out. Try it! If you're not 100% satisfied that CD-2 does all we say, just return the can and your money will be immediately refunded.

CD-2 guarantees all this or your money back!

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There's nothing like it on the market!



TRAINED CADRE of the new army is expected to be formed by the 20,000 members of the Frontier Police force which has been in existence since 1951.

GERMAN ARMY BOSS CONTINUED

Against these sizable obstacles, Heusinger sets a brilliant military record untainted by Nazism and a personality about as far from the stereotype of the German general staff officer as it is possible to be. Slightly built and barely 5′6″ tall, with a smiling round face, thin sandy hair and gentle blue eyes, he talks in precise, short, unadorned sentences, the thoughts neatly arranged in paragraphs and subparagraphs. His World War II chief, Colonel General Franz Halder, once noted on Heusinger's efficiency record: "Inexorably clear, fertile in ideas, brilliant and yet painfully exact—the ideal chief of operations."

Heusinger admits that he prefers civilian clothes to uniforms and looks forward with little enthusiasm to tramping around once again in heavy boots. In fact, when he is in mufti he invariably pads about in the lightest openwork sandals he can find.

But Heusinger does not pamper himself. Long since trained to eat anything set before him, to the despair of his wife he scarcely notices whether she has prepared an elaborate soufflé or a dish of boiled potatoes. Members of his staff recall his austere habits during the war. Once, when the rations of the general staff had been drastically cut to provide more food for the front line troops, a young officer managed to procure several sacks of potatoes from a farmer uncle for the officers' mess. Heusinger found out about it and sternly ordered the potatoes returned.

Asked why he chose a military career, Heusinger says that mainly he was attracted by the opportunity to work with other men, to train them, mold them and lead them. He claims one other reason: the man who was never at a loss to reckon balances between opposing millions of men and hundreds of thousands of guns says he could never have been a success in business because he is no good at accounting. "Every time I try to keep books," he says, "they come out wrong at the end of the month." Frau Heusinger handles the family finances.



IN MUFTI, Heusinger was in 1951 already Chancellor Adenauer's top army adviser.

The Heusingers and their two daughters live in a modest apartment on a little side street in the hills overlooking Bonn. Unlike most Bonn functionaries Heusinger does not own a car. "What with garages, repairs, gasoline and all that, it's too complicated," says the man who arranged the transportation of entire armies from the Volga to the Atlantic.

CONTINUED

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Almost everyone wants a RONSON



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With handsome engraved design. New "Swivel Base."* 8.95

Regal Adonis—Slim as a sliver! Made with the precision of a fine watch! 10.50

Trophy—Table lighter with antique train motif. (Also with early carriage scene motif.) Perfect gift for home or office. 12.50

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The *nice* thing about giving a Ronson lighter is that you simply *can't* go wrong—nobody *ever* has too many—for pocket, for purse, for every room in the house. And, of course, there's not a man alive who wouldn't welcome a new Ronson Shaver this Christmas ! So to make *everybody* happy —make it a Ronson Christmas !

*New easy-to-use "Swivel Base" makes Ronson the world's fastest-filling lighter ! No coins, no messy fingers, no broken fingernails. Just *click*—fill—*click*—that's all !

Capri
Raised cherub motif on blue enamel. "Swivel Base."* 9.95

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maker of the world's greatest lighters and electric shavers

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45 calories if sweetened with non-caloric Sucaryl



189 calories if sweetened with sugar

You can save a lot of calories by sweetening with Sucaryl

...and you can't taste the difference

Now, from Abbott Laboratories, comes a completely new kind of sweetener for weight-watchers. Unlike other synthetics, improved Sucaryl sweetens to any normal level without fear of bitterness or aftertaste.

Sucaryl offers no calories . . . just true, sugar-like sweetness. Completely satisfies your sweet tooth when you're on a restricted, low-calorie diet. It's the first synthetic sweetener that lets you sweeten to any normal level without risking bitterness or aftertaste.

Sucaryl can be used anywhere sugar can. Keep it on the table for use in coffee or tea, on fruits or cereals. In your kitchen, Sucaryl can be used to give any food . . . whether boiled, baked or frozen . . . a true, sugar-like sweetness. The amount of Sucaryl to be used varies with each recipe, so you'd better pick up the recipe book offered at right. When you're shopping for dietetic foods, the Sucaryl name on the label is your guarantee of complete taste satisfaction.

Sucaryl is for dieters; if you're not watching your weight, you don't need it. Sugar is one of the most highly concentrated sources of quickly available energy, and should be retained in normal diets. If you're in any doubt about dieting, ask your doctor for his opinion.

If you are diabetic, Sucaryl lets you enjoy a much more varied menu, and still keep within the rigid requirements of your diet.

LIME SHERBET DESSERT

½ cup hot water
1 teaspoon finely grated lime rind
4 teaspoons SUCARYL solution or 32 tablets, crushed
¼ cup lime juice
1 cup cold water
¼ teaspoon green food coloring
1 cup evaporated milk

To hot water in saucepan, add lime rind and Sucaryl. Cover and simmer over low heat 3 minutes. Remove from heat and add lime juice, cold water and coloring. Blend in milk, stirring gently. (Mixture will curdle slightly.) Strain into freezing tray to remove rind, and freeze until almost firm. Loosen from tray and put into a large chilled mixer bowl. Break into small pieces with a fork. Then beat on low speed until creamy. Return to tray or freezer carton at once. Freeze until firm.



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EAST GERMAN TROOPS, the Red "People's Police," now estimated to be 100,000 strong, show off SS-like uniforms and trained dogs in Berlin parade.

GERMAN ARMY BOSS CONTINUED

Heusinger abhors the limelight, as might be expected of a model staff officer who always had to remain in the shadow of his commanding general. Even today his face is so little known that he is scarcely ever recognized in public. On a recent Sunday excursion to the Drachenfels, a mountain crowned by an old ruin on the Rhine near Bonn, Heusinger was examining a historic marker dealing with the Napoleonic war period when a young fellow excursionist undertook to tell him all about it. Heusinger listened attentively while his self-appointed instructor lectured him about the events in question. When the young man finished, Heusinger thanked him politely and strolled off, leaving the youth unaware that he had been teaching military history to one of Germany's most brilliant soldiers.

Heusinger's military career began when he finished school during World War I. Entering the army as a cadet he soon was commissioned a second lieutenant. In 1917 this career was interrupted when an isolated outpost he was holding with a handful of men was attacked by a half dozen British tanks. He took cover in a shell hole, but when he tried to get back to his own lines a Canadian Tommy had him covered: "He was as long as a tree," Heusinger still recalls.

Of his two-year internment in England he remembers best an old Chinese proverb told him by a fellow prisoner, which he inscribed on a scroll and tacked up over his bed: "Please God," it read, "that I may lie down under a tree and sleep and never again be a soldier."

But once back in Germany he changed his mind. His father was ill. His savings were wiped out by inflation. He returned to active duty in the army being reorganized by Colonel General Hans von Seeckt. He soon made a name as a planning officer and by 1930 he was transferred to the general staff. In 1940 he became chief of operations on the general staff.

He never became a Nazi but his brilliance led Hitler to overlook this. For three long years, under a succession of commanding generals, he helped to plan the movement of the German forces facing the Russians.

These were probably the unhappiest years of his life. Constantly he found himself at odds with Hitler's "intuitive" amateur strategy. He is among those who believe that the Germans might have captured Moscow in 1941 had not Hitler diverted a whole army against Kharkov instead of concentrating on the Russian capital. He also thinks it might have been possible to hold Stalingrad in 1942 had Hitler not insisted on striking simultaneously at the Caucasian oil fields.

A blow-up with Hitler

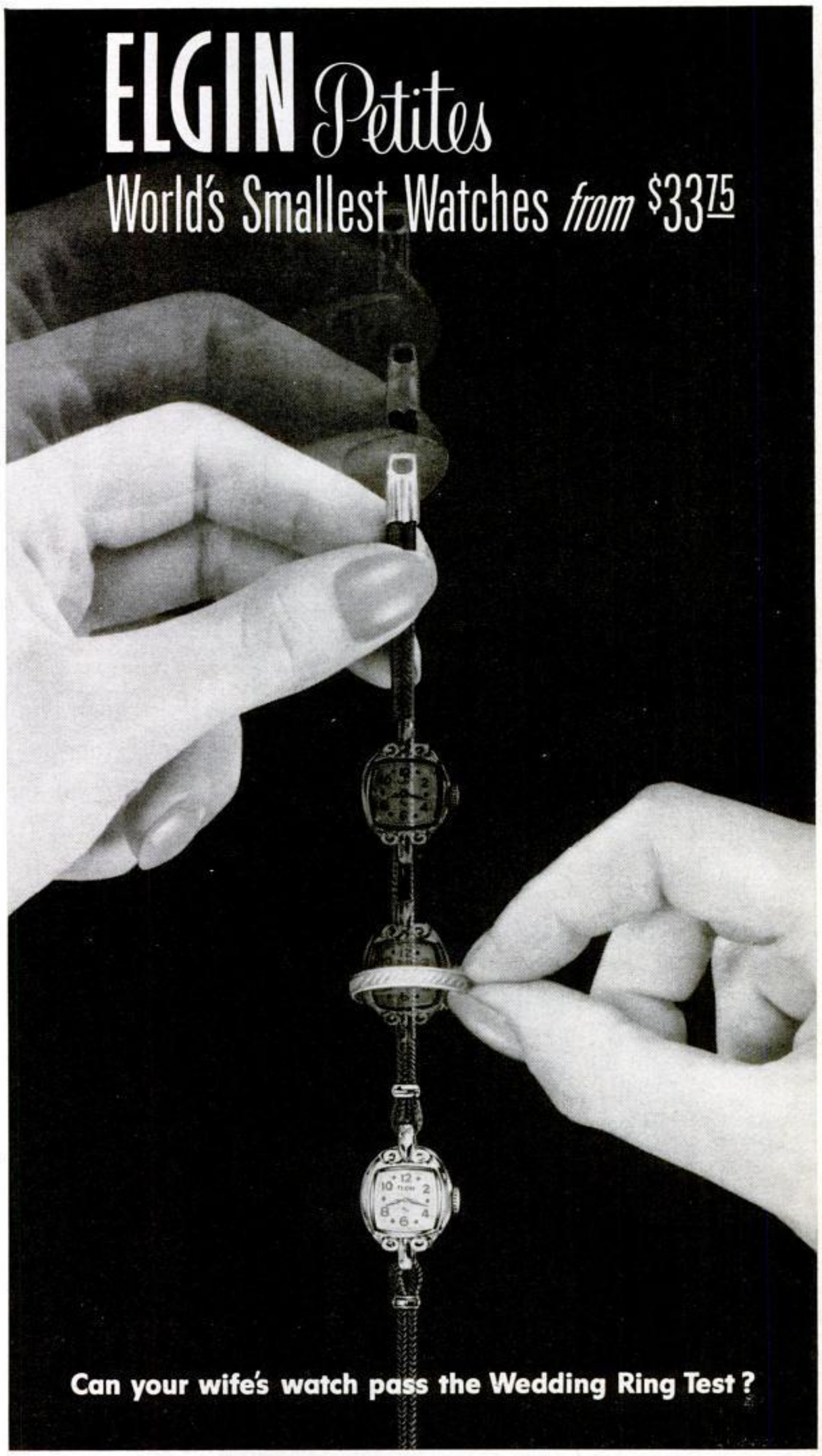
LATER, when the Russians took the offensive, Heusinger objected firmly to Hitler's order that every German soldier stand fast instead of drawing the Russians into a war of movement. Indeed, he was voicing just such an objection when an event occurred that ended Heusinger's World War II military career.

This happened on July 20, 1944, the day that a bomb planted by a group of anti-Hitler officers nearly killed the Führer in his

CONTINUED

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TRAINING CENTER for future officers and noncoms of West German army is this barracks at Amberg, Bavaria, which has been used by frontier police.

GERMAN ARMY BOSS CONTINUED

command post on the eastern front. Just before the bomb went off Heusinger was giving the daily situation report. Directly beside him, Hitler was leaning over the maps and listening attentively. The news was bad:

"Heavy Russian forces are swinging north toward the Baltic," Heusinger reported in his quiet, lisping voice. "Unless you permit Army Group North to retire before they are cut off, we are heading for catastrophe."

At that moment an ear-splitting explosion interrupted the report. The table was hurled into the air and the room burst into flames.

When Heusinger regained consciousness, Hitler was being led out. One man lay dead, several others dying. His uniform in shreds, Heusinger crawled on his hands and knees from the flaming room. After several days in a field hospital the Gestapo threw him into jail, charging him with complicity in the plot that had so nearly taken his own life. After weeks of brutal questioning he was released. Thereupon Hitler awarded him a medal that he had ordered specially struck off for survivors of the bomb plot.

Heusinger never wore that medal. Hardly had Hitler finished decorating him when the Führer launched into a vitriolic attack on his generals who, he said, were not only defeatists but disloyal as well.

"I demand," he screamed, "that my generals, just as ordinary soldiers, carry out every one of my orders with instantaneous, blind and unquestioning obedience."

Heusinger's answer, as he recounts it, was: "I fear that will be somewhat difficult. Your generals have been to school. They are accustomed to thinking. To forbid them to think, to make them mere automatons or to make them act against their consciences will hardly be possible." That ended Heusinger's service under Hitler and he spent the rest of the war on inactive duty.

Until Chancellor Adenauer summoned him to Bonn six years later, Heusinger lived quietly, writing a book about his war experiences. When he arrived at the capital, rearmament was a delicate issue, bitterly debated in parliament. But Heusinger and Speidel soon won the confidence of Adenauer's coalition and the respect of the Socialist opposition as well. After his first meeting with Heusinger, Kurt Schumacher, the usually contentious Socialist leader, commented, "There's a real brain!"

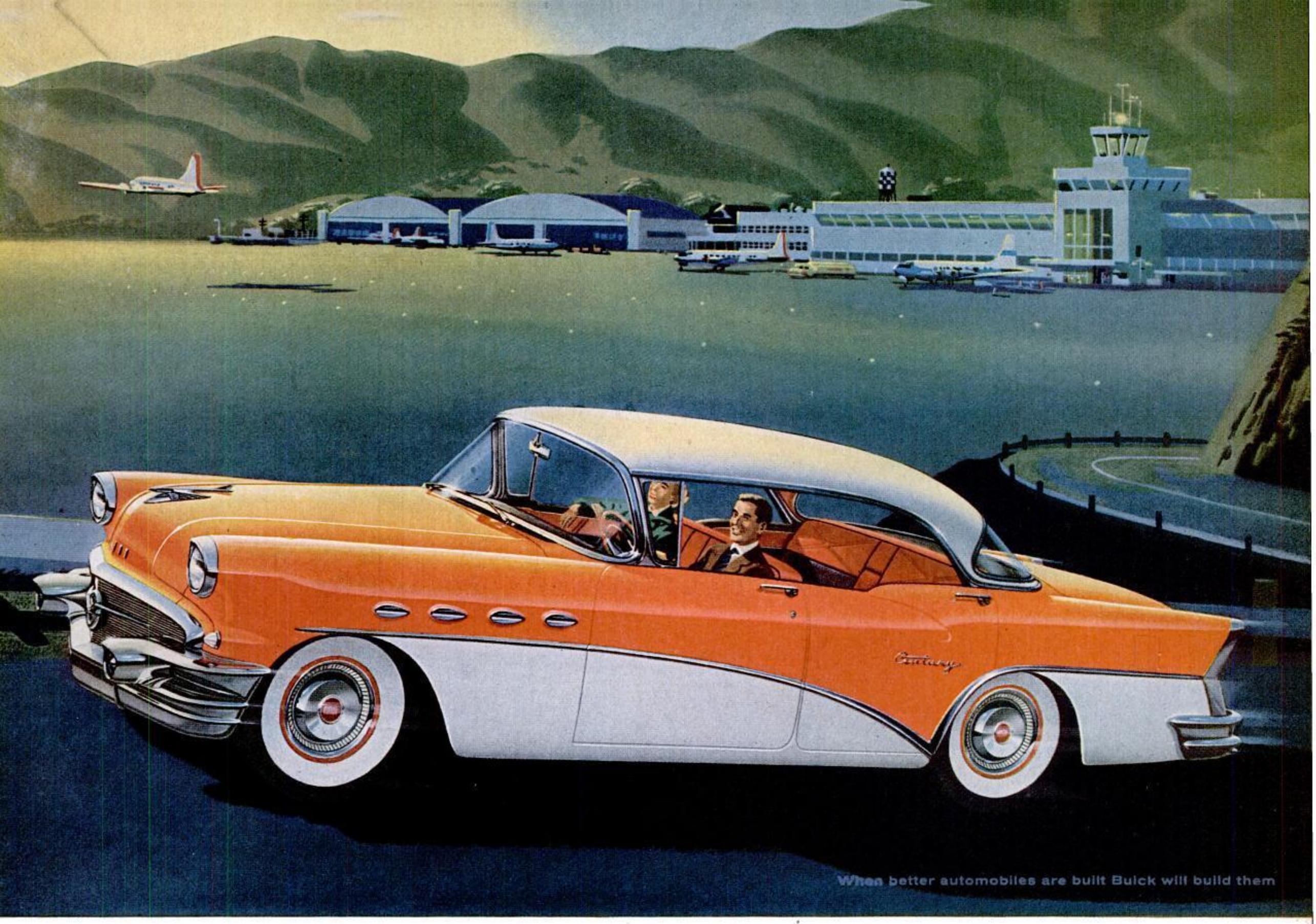
In 1951, six years after the surrender of the German armed forces, General Eisenhower as Supreme Allied Commander for Europe arrived in Bonn during a swing around Europe to explore Western defense possibilities.

I was in Bonn at the time as U.S. liaison officer to the German government. Some of us were distinctly uneasy about the coming encounter between Eisenhower and the German defense chiefs. Many German ex-officers claimed that the Allies, and not least among them Eisenhower himself, had sullied the honor of the German military. In his memoirs he had made several uncomplimentary remarks about the conduct of the German soldier. Among the Germans who did not have unqualified admiration for the NATO commander was Adolf Heusinger.

Up till then Eisenhower had consistently refused to shake hands with any German. And that day he happened to be running a high

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Flashing new getaway from the very first inch

Buick has added another thrill to the spectacular Variable Pitch Dynaflow Drive*

Now that the 1956 offerings of the automobile industry have made their bows, we can make this statement:

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Because now you set off a new "double regeneration" that gives you fast torque build-up even in the starting range—*plus* far better gas mileage—*plus* instant full-power go-ahead for emergencies when you do switch the pitch.

So here's something new and thrilling you really ought to try.

And while you're trying it, you'll discover the mighty thrust of the highest horsepowers ever developed in a Buick. (Now with a record-high compression of 9.5 to 1 in the ROADMASTER, SUPER and CENTURY—and 8.9 to 1 in the bedrock-priced SPECIAL.)

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Drop in on us soon, and see for yourself what gospel truth that is.

NEW Precision-Balanced Chassis, engineered all new from front to rear for extra-rugged roadability

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NEW Stepped-Up Gas Mileage in All Buicks

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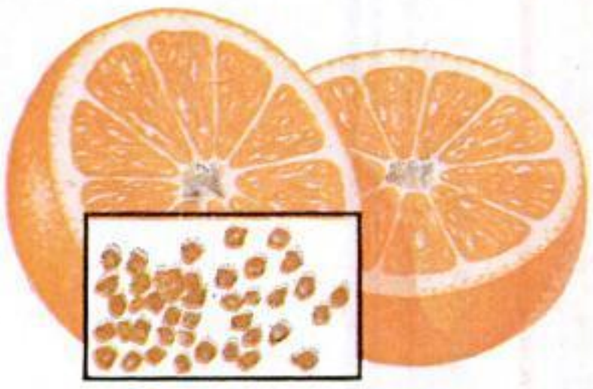
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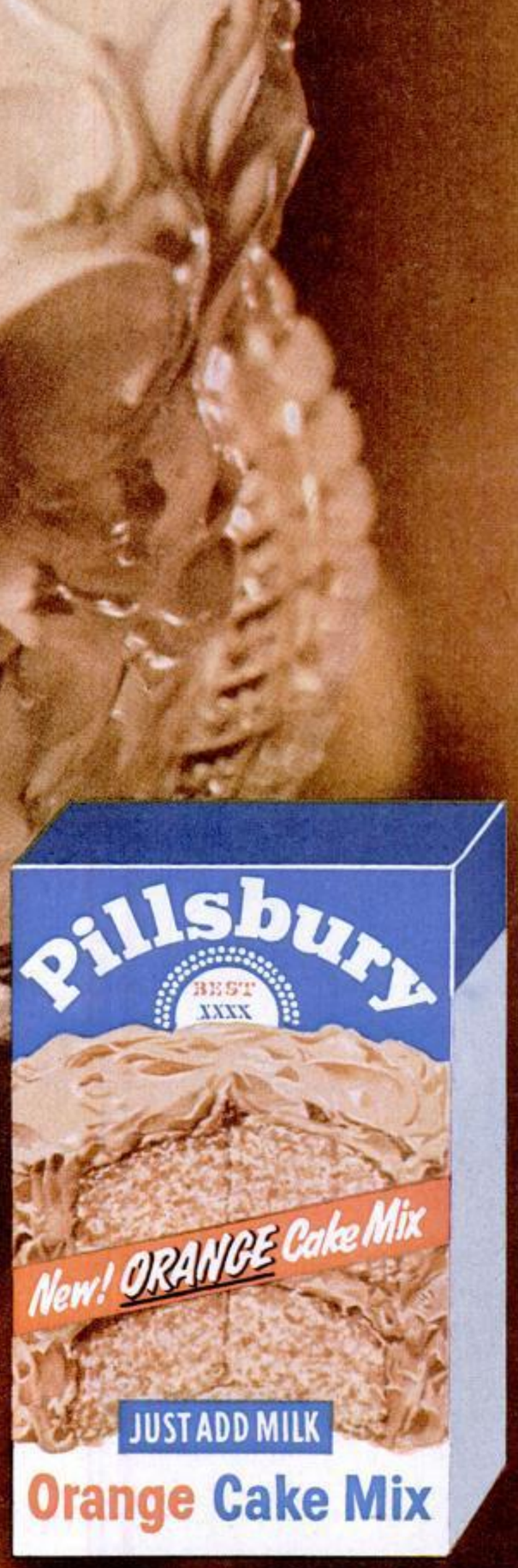
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Never possible before from a mix, but here it is, the cake with the fresh orange flavor. And you don't squeeze an orange or grate a rind. It's a Pillsbury exclusive. Country-fresh eggs are blended right into the mix, too. Milk is *all* you add.



new! Pillsbury ORANGE Cake Mix

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temperature from a severe case of flu, so that I feared the meeting could hardly be a success. Stiffly Heusinger came forward to be introduced. I wondered whether Eisenhower would shake his hand.

Eisenhower's face lit up with the familiar smile as he grasped the German general's hand warmly. A few moments later, accompanied by Speidel, the two retired to a side room for a private discussion. When they emerged every trace of stiffness had left Heusinger. He, too, was beaming.

"That's a man I could work for," he said enthusiastically. From that day Heusinger had worked loyally not only with Eisenhower but with his successors, Generals Matthew Ridgway and Alfred Gruenther, at SHAPE.

Heusinger is not only convinced that Germany should be firmly integrated with a Western European defense force, but, as he indicated to Hitler, he believes that its army should be made up of men who can think for themselves.

After Germany's defeat in World War I Heusinger was deeply disturbed by the way in which German soldiers were cynically exploited by political extremists. Ever since he has recognized the necessity for better civic training of recruits. He has therefore encouraged younger officers on his staff to work out new regulations abolishing many of the stiff, strict customs governing the relations of officers and men. The leader of these "reformers," Count Wolf von Baudissin of the Defense Ministry, is an idealistic believer in the new "citizen in uniform" concept. Baudissin has devised new training procedures designed to blot out forever the old Prussian traditions. But the reformers insist that there will still be no mollycoddling of the recruit for, as Chancellor Adenauer himself has warned, you cannot make a tough combat unit look like a school soccer team.



REBUILDER of the German army after World War I defeat was Hans von Seeckt.

Nevertheless Heusinger believes the reformers have gone to extremes in some instances. As an example he cites one reformer's suggestion that the new soldier be taught to regard his uniform not as a badge of honor but as a working suit like a mechanic's overalls or a waiter's apron.

Heusinger disagrees with foreign critics who blame Europe's wars on the German high command. Although he admits the general staff was partly responsible for some of the recent tragedies in European history, he feels that Germany's political leaders were as much if not more to blame.

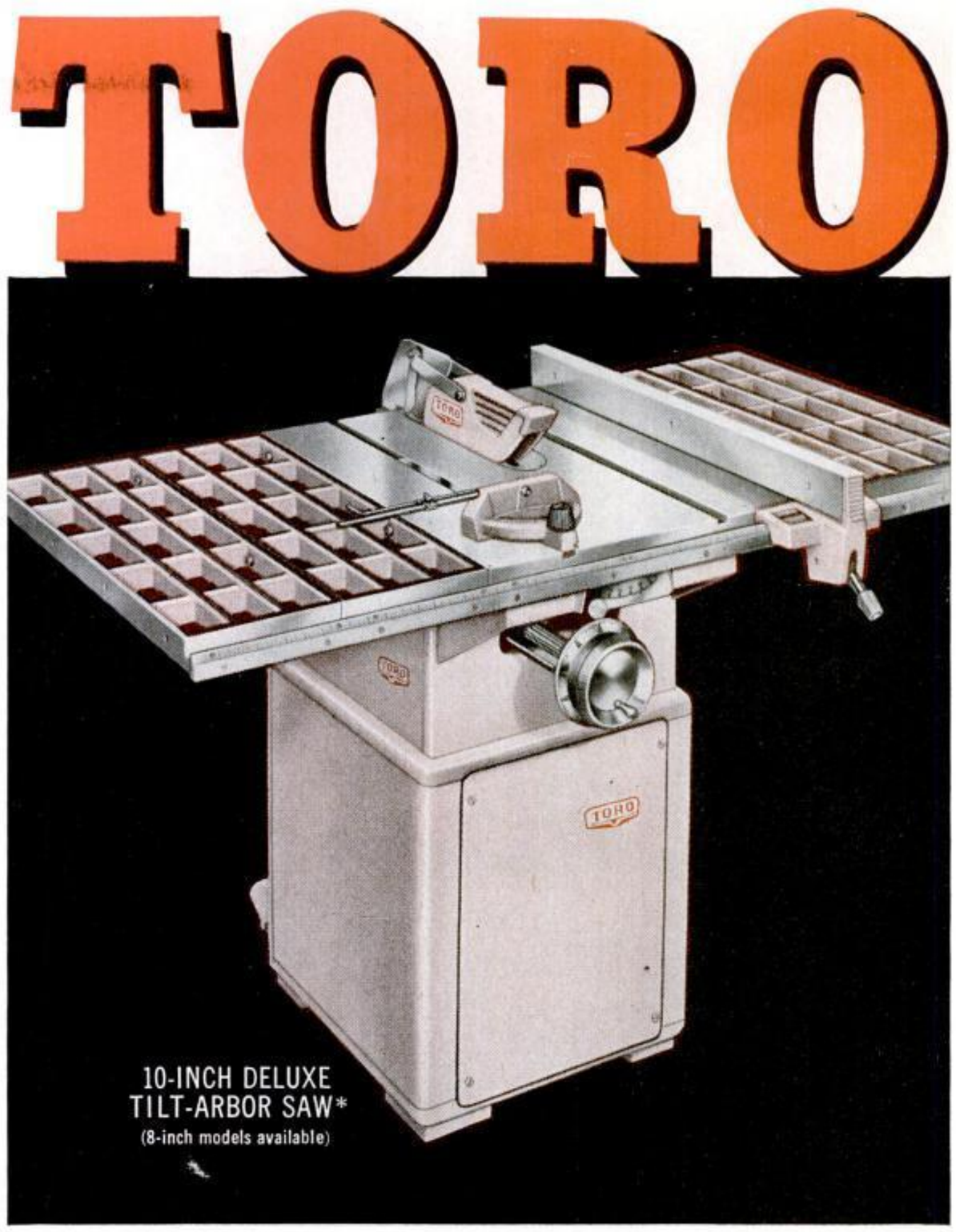
Bismarck, whom Heusinger, like most German officers, admires, countermanded the orders of Germany's great military commander, Von Moltke. When Bismarck was dismissed, Kaiser Wilhelm II allowed the general staff to flout the authority of his ministers.

In the early years after World War I, the Socialists and other political parties abdicated their responsibilities to bring the army under control so that the Chief of the General Staff, General von Seeckt, was able to have things his own way. Ostracized by the West, Von Seeckt foxily turned to the Bolsheviks to help him rebuild his army and evade the limitations of the Versailles Treaty. And during the Nazi period, Heusinger says, the general staff was a constant brake on the adventurous schemes of the Führer.

Although Heusinger believes that it is of the greatest importance that the new German army be placed under rigid civilian control, he emphatically rejects the idea of subordinating officers to the scrutiny of bureaucrats. Control, he insists, must be exercised by elected political leaders in parliament, the ministry of defense and the cabinet. On the question of organization Heusinger tends to favor the American system of three separate service chiefs of staff with a chairman to coordinate their activities. He also strongly approves the establishment of a body like our National Security Council in which civilians and soldiers together can thrash out defense policies on the highest level.

Heusinger is the first to admit that many of his reforms run head-on into Germany's stubborn and ancient military traditions. Many ex-officers as well as civilians regard the concept of the "citizen in uniform" as absurd. Fathers who have served their time clicking heels, saluting stiffly and uttering pompous formulas intended to convey servility to their officers, see no reason why

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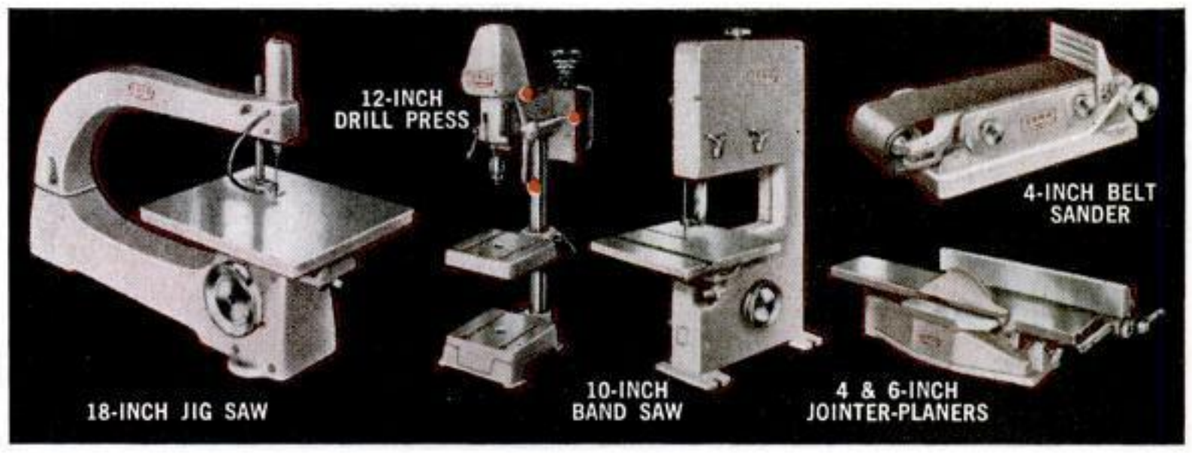


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**TORO MANUFACTURING CORPORATION*

MINNEAPOLIS 6, MINNESOTA

*Table extensions and stand optional.



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For a Wonderful Christmas

View-Master pictures that "come to life" in exciting color and three dimension



Give the gift that's forever fascinating . . . thrilling come-to-life View-Master pictures in sparkling color! Give enchanting new picture-stories, real life adventures, worlds of entertaining, educational fun for youngsters, grown-ups alike. Give View-Master, for a wonderful Christmas!

☐ "Rudolph Shines Again"—a new packet!

These are only a few of the many subjects that all the family enjoys:

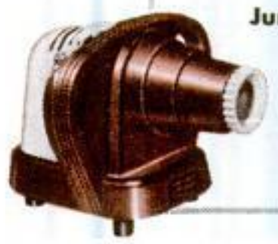
- ☐ Buffalo Bill, Jr.
- ☐ Tarzan of the Apes
- ☐ Woody Woodpecker, Chilly Willy, Andy Panda
- ☐ Cowboy Adventures
- ☐ Cinderella, Goldilocks, Rumpelstiltskin
- ☐ Tom Corbett, Space Cadet
- ☐ Bugs Bunny
- ☐ Dale Evans, "Queen of the West"
- ☐ 20,000 Leagues Under the Sea
- ☐ The Night Before Christmas
- ☐ Christmas Story
- ☐ Mother Goose Rhymes
- ☐ Circus
- ☐ Wonders of the Deep



☐ "Snow White & the Seven Dwarfs"—New!



☐ "Rin-Tin-Tin"—new 3-reel packet!



Junior Projector, $9.95
Youngsters can put on their own View-Master "shows" in two dimension! Sturdily made, in bright red and ivory.

Prices slightly higher in Canada.
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VIEW-MASTER

three dimension pictures

at selected photo, gift, drug and department stores

their sons should not also go through the same school of discipline.

As the army takes shape, officers and noncoms from general to sergeant must be found who are not only reconciled to the scrapping of old traditions but loyally determined to apply the new principles in the units under their command. This will not be easy. Already, even within the defense ministry, one hears the comment that Baudissin's reforms are too idealistic and that they will inevitably be modified on the parade ground and in the barracks.

Many old and respected ex-generals have voiced misgivings about plans to scrap the general staff concept. They point out that the general staff system proved itself for over a century a highly efficient military institution to which Germany owes its undisputed reputation on the battlefield.

Perhaps the most dangerous opposition to Heusinger's plans comes from neutralists and nationalists who question the wisdom of tying Germany's new war machine too closely to the West. Among politicians from extreme left to extreme right German membership in NATO is meeting growing opposition. Some argue that NATO membership precludes the reunification of East and West Germany. Others complain that Germany's partners in NATO, particularly the French and Italians, are militarily unreliable allies.

In German military circles the tradition of collaboration with the East dates back to the days of Frederick the Great. One famous precedent was the Convention of Tauroggen of 1812 when a Prussian corps fighting under Napoleon switched sides and joined the Russians. The so-called "Spirit of Tauroggen," which Von Seeckt followed in the '20s, is far from dead among the officer class.

Among those who have been released from Soviet prison camps in recent weeks the vast majority oppose any thought of cooperation with their former captors. Yet a few, such as General Walther von Seydlitz, who was captured at Stalingrad and spent 12 years in Russia, have advocated friendlier relations with the East. On the whole, though, the pro-East officers probably do not enjoy much serious support in West Germany today.

Many are asking whether the mild-mannered Heusinger is strong enough to carry through his drastic democratic reforms in the face of opposition from so many quarters.

"Democracy," one politician has said, "is not mildness." Germany's top general, he argues, requires forcefulness, not merely persuasiveness.

Some older ex-generals with anti-Nazi records object to being sidetracked by a junior who has spent most of his mature life as a staff officer drawing plans for his superiors to decide on. Furthermore, some ex-officers complain Heusinger has had little firsthand experience leading men in combat.

Those who know Heusinger best and have worked with him longest do not share these doubts. His immediate chief, German Defense Minister Theodor Blank, scoffs at the old troop commanders who pester him with their misgivings.

"After all," he retorts, "who devised the plans and wrote the orders the troop commanders won their laurels executing? It's not the battle-scarred heroes we need, but plans and orders."



NEW UNIFORMS of West German armed forces reflect influences both of old Wehrmacht and U.S. Army. Left to right are noncommissioned officer, seaman, naval officer in raincoat, naval officer in overcoat, and army officer whose trench coat, soft shirt and service cap closely resemble U.S. models.

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Watch the Robert Montgomery Show every week on NBC-TV. See College Football every Saturday afternoon on NBC-TV.

The most welcome gift of all is the 16-hour shaver

Schick—inventors of electric shaving—present the first and only electric shaver that offers a 16-hour shave: The new Schick "25"

Ask yourself what he wants—and needs. For one thing, it should be exciting . . . something he'll be proud of . . . something he will use—and use often.

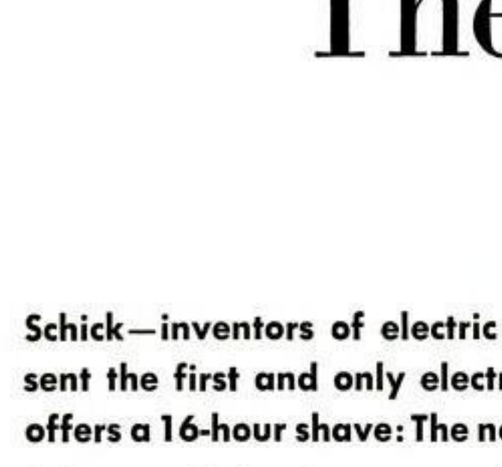
And what gift answers all these requirements like the new Silver Jubilee Schick "25"? Exciting? No shaver has caused more excitement since Colonel Schick invented the first one 25 years ago. Pride of ownership? What could make him prouder than this white and silver beauty. Needed? What man couldn't use the unmatched convenience of the Schick 16-hour shave . . . seldom, if ever, will he have to shave again—breakfast to bedtime!

What a feeling when he shaves with Schick—most comfortable shaver of all. Combed edges set whiskers up straight. Super-Honed heads shave 'em off flush with the skin line. And the Hi-Power motor whisks through the toughest whiskers.

Ask your dealer about the 14-day home trial—and the $5.00 trade-in allowance on any old electric shaver. See the Schick "25" at leading stores and Schick Shaver Shops in all principal cities. Only $29.50. Schick Incorporated, Lancaster, Pa.

NEW BLACK-AND-SILVER CADDIE CASE—Doubles as a handy holder on the bathroom shelf. *More men use Schick Electric Shavers than any other make.*

3 REASONS WHY NOTHING SHAVES YOU CLOSER THAN THE NEW SCHICK "25"



1. SUPER-HONED HEADS finished to a sharpness unmatched by any other shaver. Result: quick, easy 16-hour shaves. With never a pull or a pluck.



2. COMBED EDGES set whiskers up straight. Guide each whisker into place for closer shaves. Note larger, easier to clean Whisk-Its for clippings.



3. HI-POWER ROTARY MOTOR with exclusive stop-start switch. World's most powerful motor for its size. Shaves toughest whiskers with ease!

Schick "25"

The best way to shave is electric and the best electric shaver is the Schick

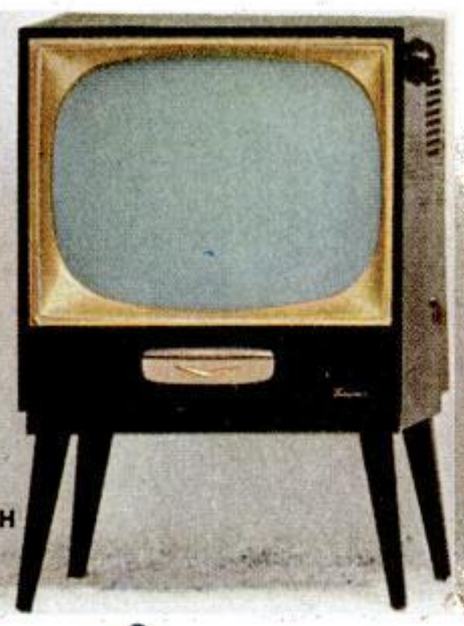
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SEE THE BIG CHANGE IN TV AT YOUR RCA VICTOR DEALER'S NOW


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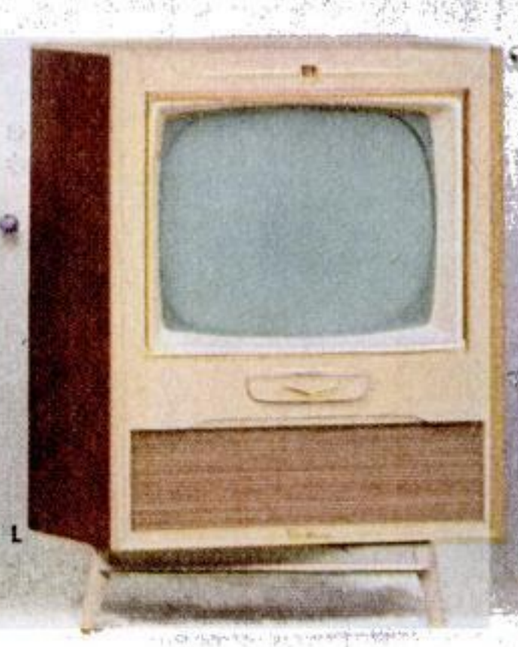

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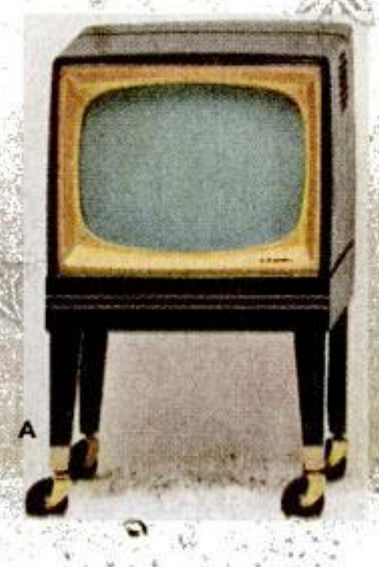

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A


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C

Every Christmas more Santas

(And this year, Santa, prices are down as much as 18%!)

On, Donder and Blitzen! On to the RCA Victor dealers' . . . where most TV-minded Santas do their Christmas shopping. For mighty good reasons...

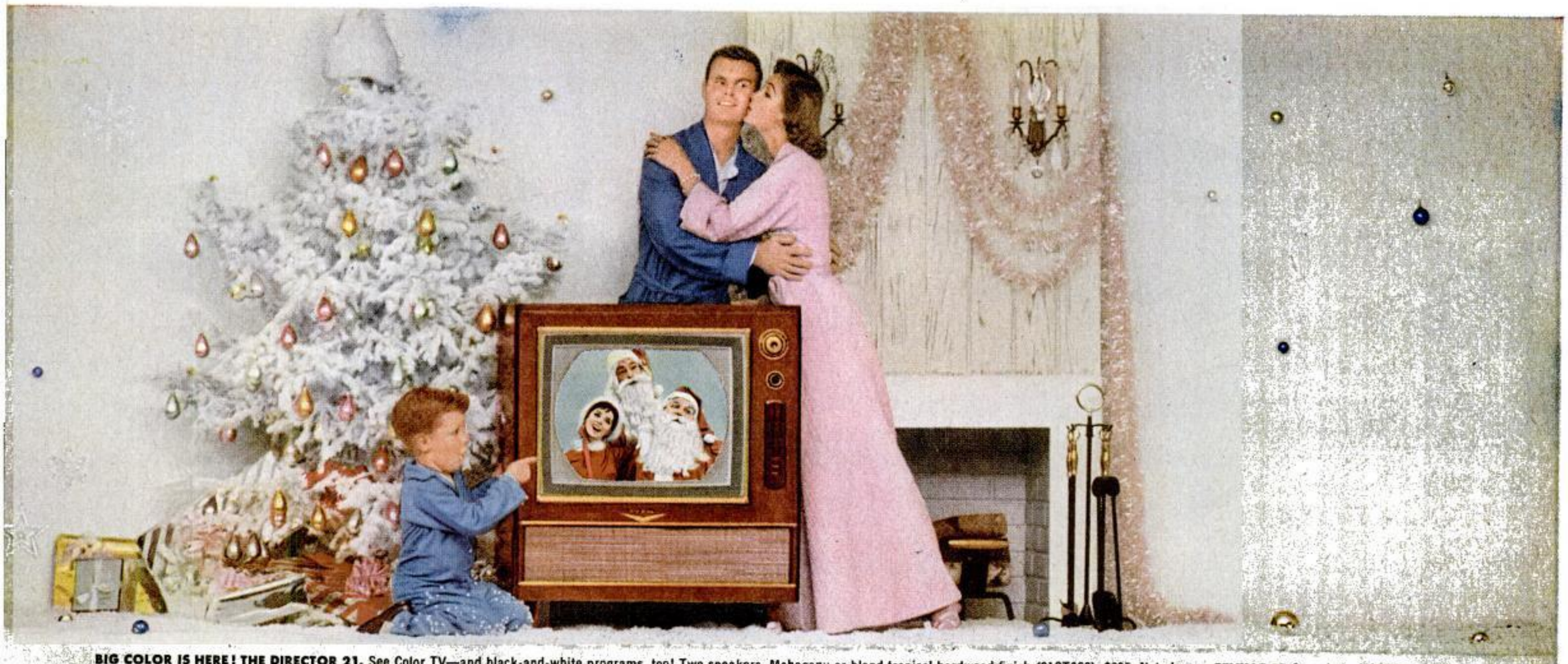
WHAT FINER GIFT could you give the whole family than *new* RCA Victor TV, distinguished by TV's first complete re-styling! "High-and-Easy" tuning hides controls in the top, on the sides, or behind closed doors on full-door models.

AND WHAT PERFORMANCE! In sets priced as low as $199.95, like the *Headliner 21*, you get "4-Plus" picture quality. New brightness, contrast, steadiness. And for the best in beauty and performance, choose TV Deluxe, like the *Princeton 21 Deluxe* with figured mahogany finish and twin speakers.

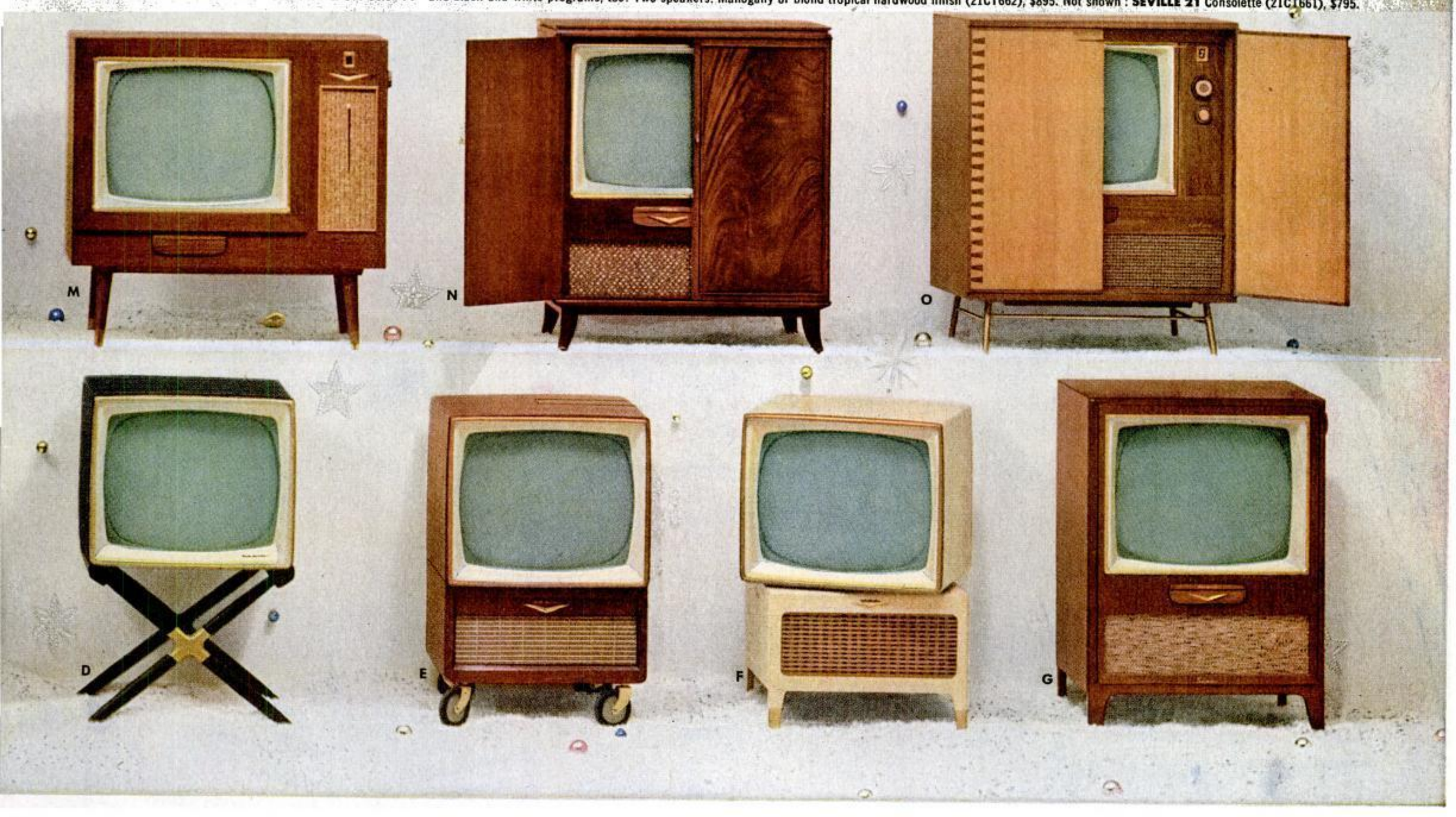
AND FOR THE MOST WONDERFUL TV of all—Big Color TV by RCA Victor—just look at the top of the page. See your RCA Victor dealer now—collect your reward Christmas morning!

A. Thrifton 17. Ebony finish (17S6022) $149.95*
B. Towne 21. Black textured finish, (21S6052) $179.95*
C. Brady 21. Mahogany grained finish (21S632) $249.95
D. Headliner 21. Ebony finish (21T6082) $199.95*
E. Transette 21. Mahogany grained finish (21T6225) $259.95
F. Pickwick 21. Limed oak grained finish (21T6257) $259.95
G. Gladstone 21. Mahogany grained finish (21T635) $269.95
Shown, walnut grained finish $279.95
H. Wayland 24. Ebony finish (24T6142) $249.95*
J. Vincent 24. Mahogany grained finish (24T6285) $289.95
Shown, limed oak grained finish (24T6287) $299.95
K. Winfield 21 Deluxe. Mahog. grained finish (21D641) $299.95
*Matching stand, optional, extra.

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BIG COLOR IS HERE! THE DIRECTOR 21. See Color TV—and black-and-white programs, too! Two speakers. Mahogany or blond tropical hardwood finish (21CT662), $895. Not shown : **SEVILLE 21** Consolette (21CT661), $795.



give RCA Victor than any other Television

L. Rittenhouse 21 Deluxe. Blond hardwood and natural walnut finish (21D648) $339.95
M. Glenwood 21 Deluxe. Walnut finish (21D652) $349.50
N. Princeton 21 Deluxe. Figured mahogany finish (21D667) $395
O. Collingswood 21 Deluxe. Natural light oak, French walnut finish (21D670) $395
P. Everest 24 Deluxe. Mahogany grained finish (24D655) . . $349.50
Shown, limed oak grained finish $359.50
Q. Chatfield 24 Deluxe. Teak figured/walnut fin. (24D676) $500
R. Winthrop 24 Deluxe. Maple finish (24D679) $500

WORRY-FREE! Famous RCA Factory Service (optional, extra) is available in most TV areas, but only to RCA Victor TV owners.

NEW RCA "MAGIC BRAIN" REMOTE TV CONTROL

Tune TV from your favorite easy chair! Turn set on and off, change channels, adjust volume, picture. For most RCA Victor black-and-white VHF TV models. Optional, extra.



See Milton Berle, Martha Raye alternately on NBC-TV, 2 out of every 3 Tuesdays. And don't miss NBC-TV's spectacular "Producers' Showcase" in RCA Compatible Color or black-and-white, Monday, December 12.

Manufacturer's nationally advertised list prices for VHF black-and-white TV and UHF-VHF Color TV shown, subject to change. Black-and-white TV slightly higher in far West and South; UHF optional, only $25 extra.

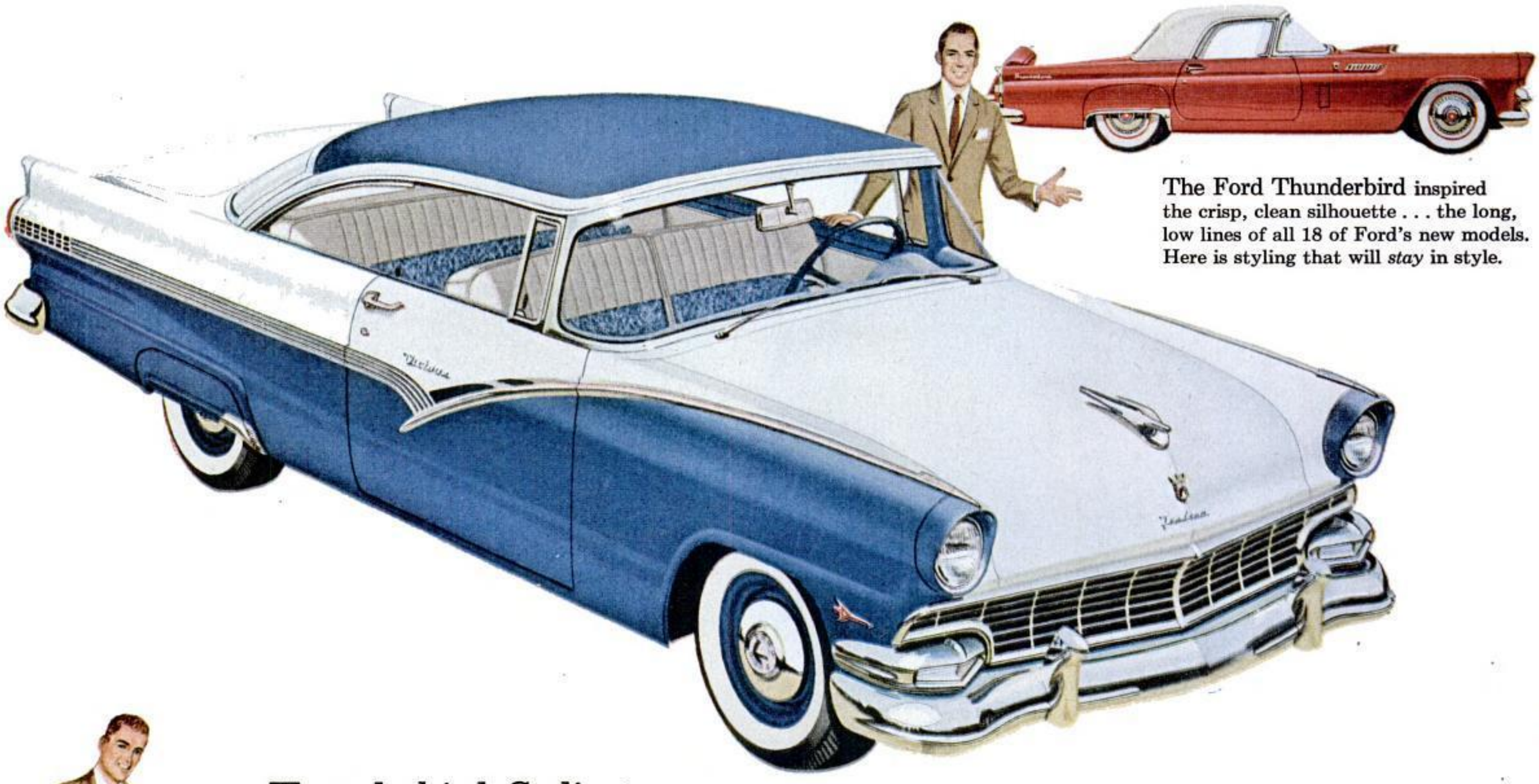
"HIS MASTER'S VOICE"

RCA VICTOR

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GIVE "THE GIFT THAT KEEPS ON GIVING"

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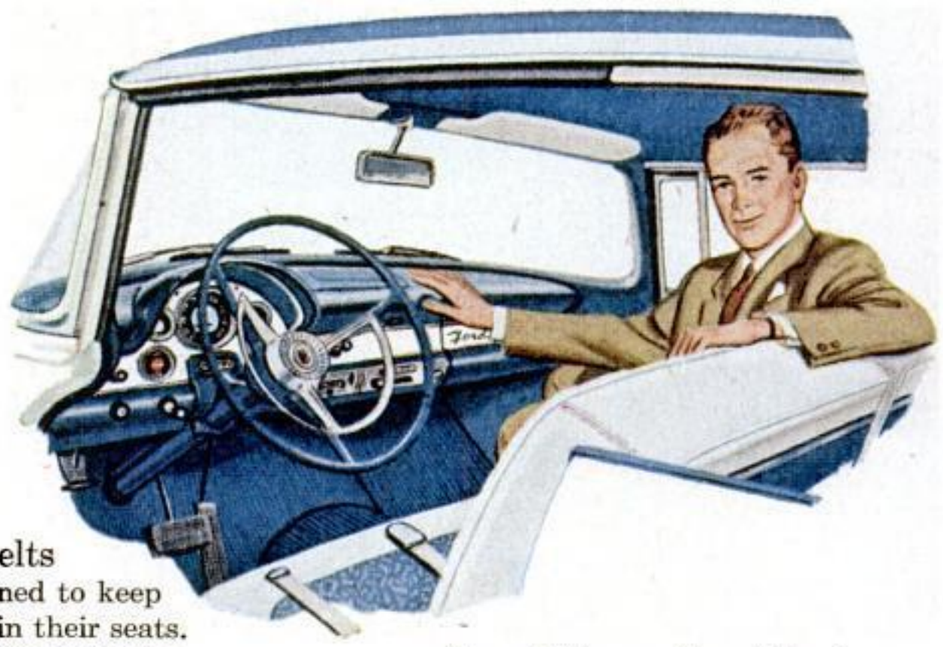
The Ford Thunderbird inspired the crisp, clean silhouette . . . the long, low lines of all 18 of Ford's new models. Here is styling that will *stay* in style.



Thunderbird Styling
Thunderbird Power
Lifeguard Design.... You get them only in the NEW '56 FORD...

THE PRIDE YOU FEEL in the long, low Thunderbird lines of your '56 Ford . . . the confidence you get from the new 202-h.p. Thunderbird Y-8 engine purring beneath the hood . . . the reassurance you enjoy, knowing that you have given your family the added protection of Lifeguard design . . . *these satisfactions can be yours in Ford and Ford alone!* Let's look, now, and see what they can mean to you and yours.

The 202-h.p. Thunderbird Y-8 with all its mile-melting magic, all its split-second passing power can be yours in any of Ford's Fordomatic Fairlane or Station Wagon models.





New Ford seat belts (optional) are designed to keep occupants securely in their seats. They are anchored firmly to the floor and can resist up to 4,000 pounds' pressure.



New Lifeguard cushioning for instrument panel and sun visors (optional) helps to prevent or lessen injuries from impact.



New Lifeguard steering wheel has a rim mounted high above the recessed steering post on three equally spaced spokes. This deep-center construction acts as a cushion in the event of an accident.

Ford's new Lifeguard door latches have a double-grip design to reduce chances of doors springing open under impact.

But this is only the beginning of Ford's story for '56. At your Ford Dealer's you will see new colors, new interiors, and many other fine-car features . . . quality materials and workmanship throughout. You will learn why Ford is truly—

the fine car at half the fine car price !

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THE BEST U.S. EVERGREENS



EVERGREEN SPRAYS that are popular to use indoors at Christmastime or for a spot of green at any season are: at top, from left, balsam fir (also the most popular Christmas tree), American holly, mistletoe, white spruce; bottom, from left, Scotch pine, longleaf Southern pine, Koster blue spruce and Japanese yew.

The most decorative of the serviceable trees are picked by experts, identified in paintings

In wintertime the evergreens come into their own. Indoors, especially at Christmas, their leaves and branches are festive decorations—and the best evergreens to use in the house are shown above. Outdoors, evergreens soften and keep alive the bare winter landscape—and the best evergreens to use in U.S. gardens are shown on the following pages. They were chosen for LIFE by a panel of 12 horticulturists who selected them not only for their winter beauty but for their use the rest of the year as background for flowers and shrubs.

Evergreens planted in spring should be put in as early as possible and a foresighted gardener will spend the winter going over his grounds to decide what variety is most suitable. Since evergreens vary so widely in size, shape, hardiness and adaptability to various climates, and since some should be chopped down after 20 years while others will thrive and grow more beautiful for 200 years, it is important to choose the right tree for a specific soil, climate and desired effect. The paintings on following pages show how these trees look when full-grown and, in detail, show the needles and cones by which they can be identified.

The taller the evergreen, the more it costs. In general a three-foot-tall tree is the best size to buy, but even this size may not survive unless it is kept well watered through its first year. The evergreens chosen by the experts when three feet tall cost from about $5 for a Norway spruce or American arborvitae to about $20 for a Colorado blue spruce.

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DEODAR CEDAR

Few evergreens are as graceful as the Deodar cedar (*left*), which grows widely in India. Broad at the base, with pendulous branches, it rises to a spire, growing 50 to 100 feet tall. It can be recognized by its needles (*shown in close-up*) which are dark blue-green and fragrant. Its symmetrical cones grow upright from its branches. This evergreen, which is singularly resistant to insects and diseases, is best adapted to the South and the Pacific coast.

EASTERN RED CEDAR

The Eastern red cedar (*below*), a member of the juniper family, is a densely pyramidal tree with the tidy, formal look of a column. It grows to be 50 feet tall, is easy to prune and shape. Its foliage is prickly and flat and its bark, which shreds in long strips, is extremely decorative and pungent. Instead of cones it has blue berries in the fall. The red cedar will grow almost anywhere in the U.S., even in the coldest sections, and in any kind of soil.

CANADA HEMLOCK

The Canada hemlock (*above*) is one of the best ornamental evergreens. It can grow to be about 80 feet tall or, with judicious pruning, be kept three or four feet high to make a hedge. Its fragrant needles are soft and flat and are striped with two lines on the underside. Its small cones form at the tips of its branches. This hemlock is slow growing and prefers a shady or sheltered location with moist soil. It flourishes throughout the northeastern U.S.

Paintings by

ANNE OPHELIA TODD

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COLORADO BLUE SPRUCE

The blue spruce, a straight and symmetrical tree in its youth (*left*), has dense needles that range from a dull bluish-green to a silver-blue. Its light brown cones are from two to four inches long with thin, flexible scales. Slow growing, it is tolerant of a wide variety of soil conditions. But it does not grow old gracefully, its lower branches dying off when attacked by a fungus disease, making the tree look scraggly. After 20 years it should be replaced.

NORWAY SPRUCE

This tree, which bears the largest cones of any spruce (*right*), grows to be 100 feet tall with pendulous branches. It has four-sided, sharp-pointed needles which, as in all spruces, grow out all the sides of the twigs. Hardy in the coldest parts of the U.S., it makes an excellent windbreak. When young, the tree is stiff and upright, but as it grows older the branches are so heavy they become gracefully pendulous. In old age its top frequently is thin and open.

CONTINUED

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RED PINE

This tree (*right*), also called the Norway pine, grows 50 to 75 feet tall, has spreading branches which usually turn up at the tips. Its pungent needles, which grow in clusters of two, are long and lustrous. Its cones are squat, light brown, without prickles. The red pine does best in light, sandy soil in sunny locations in northeast and north central U.S. Once established, it grows quickly, lives long.

EASTERN WHITE PINE

This pine (*left*) is a statuesque tree, growing to be 50 to 80 feet tall. It has soft, flexible needles which are grouped in clusters of five and stay soft green throughout the whole winter. Its rapid growth and full foliage make it one of the most desirable ornamental evergreens. Its thin cones are often eight inches long. The Eastern white pine grows best in northern climates, ages with conspicuous elegance.

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DOUGLAS FIR

The Douglas fir (*left*) is distinguished from other evergreens by its toothed, pendulous cones. It grows rapidly for an evergreen, becomes as tall as 180 feet, is considered one of the most ornamental and desirable evergreens. Although it is native to the Rockies and Pacific Coast, it also grows well in the Northeast. Douglas firs are resistant to cold and drought. They do best in moist, well-drained soil.

AMERICAN ARBORVITAE

A tree that grows to be 60 feet tall, the arborvitae (*below, left*) has many shrublike variants. Slow growing, it is rather stiff in character, has scalelike foliage which turns somewhat brown in winter. Its cones are small, brown and podlike. In nature the arborvitae is almost always found in moist woods but, in cultivation, does well if planted in either sun or shade. It is hardy in most parts of the U.S.

WHITE FIR

This tall, narrow tree has bluish-green foliage, cones that stand upright and shatter at maturity. The cone at left above is half shattered; the other is intact. Its needles are flat, shiny on top, light on undersides. The white fir is noted for withstanding heat and drought, is dependable as far north as Maine. It grows as tall as 70 feet in its preferred soil—moist, well-drained, gravelly or sandy loam.

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America's preferred taste

Drink Coca-Cola
REG. U.S. PAT. OFF.

. . . and for Holiday hospitality, there is nothing like a Coke. Your friends and your family will appreciate it if you have plenty on hand.

. . . And so will Santa!

"COKE" IS A REGISTERED TRADE-MARK

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ON HIS KNEES, BATISSE GIVES A PROPER REGIMENTAL GOAT'S SALUTE TO BATTALION COMMANDER MAJOR ANDREW WOODCOCK, WHO RETURNS SALUTE

A REGIMENTAL ROYAL GOAT

Batisse (rank: private; serial number: 119522) is a 160-pound goat of the Canadian Royal 22nd Regiment. Presented to the 22nd this fall by Governor-General Massey, Batisse comes from a line of royal regimental goats whose forebears the shah of Persia gave to Queen Victoria. Under Corporal Albert Gagnon, regimental goat master, he learned to march and stand at attention. On his first formal occasion recently Batisse showed he knew his duties by making a graceful bow to a returning commander.

CONTINUED 127

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Give these new fun-time favorites by COSCO®

● Delight your children this Christmas with new Cosco Playtime Furniture. All models are all-steel with all edges rounded or turned under to protect tiny hands . . . and have smooth washable surfaces in your choice of gay-as-Christmas colors. At department, furniture, hardware, juvenile stores. Choose yours now . . . a Cosco Playtime gift for years of fun-time!



Model 90-A Play Cart: A "child-styled" version of COSCO's familiar utility carts! 20″ high, 12″ x 18″. Sparkling chromium legs and handles. Two-coat, baked-on enamel finish in red, pink or yellow. $6.45*

Models 55 and 50 Folding Play Table and Chairs: Inspired by COSCO's famous "Fashionfold" Card Tables and Chairs! Table stands 21″ high, 24¾″ square, folds wafer-thin. Chairs are saddle-shaped, comfort-padded. Ebony finish with textured Duran in garnet red, charcoal gray or blossom pink. Desert sand finish with cocoa beige Duran. Table, $9.95*. Chairs, $4.95* each. Set (table, two chairs), $19.85*.

Model 14-S Child's Rocker: Extremely tip-resistant. Comfort-padded, saddle-shaped seat has textured Duran upholstery. Ebony finish with garnet red, charcoal gray or blossom pink Duran. Desert sand finish with cocoa beige Duran. $6.45*

Also . . . see COSCO's full line of juvenile seating!



14-E "Convertible" High Chair: Converts to Youth Chair! $14.95*

10-C High Chair: America's favorite all-metal high chair! $19.95*

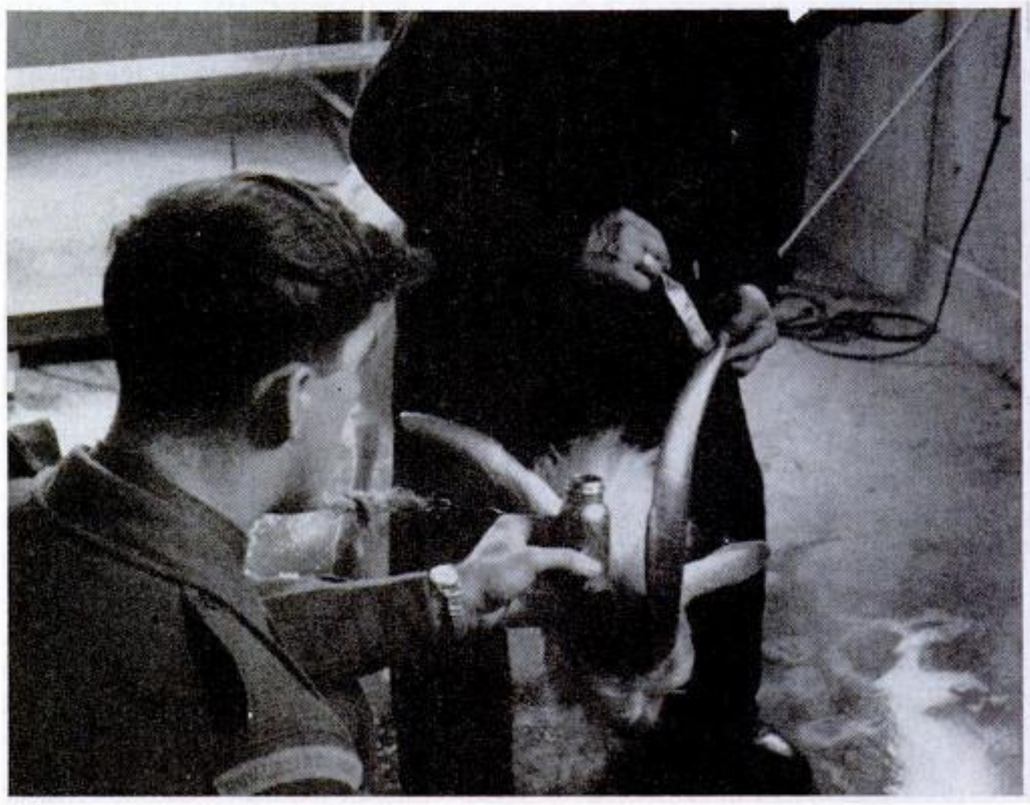
14-A Youth Chair: "Tween-age" seating for meals, games! $10.95*

12-A Baby Jumper: Waterproof upholstery slips off for washing! $7.95*

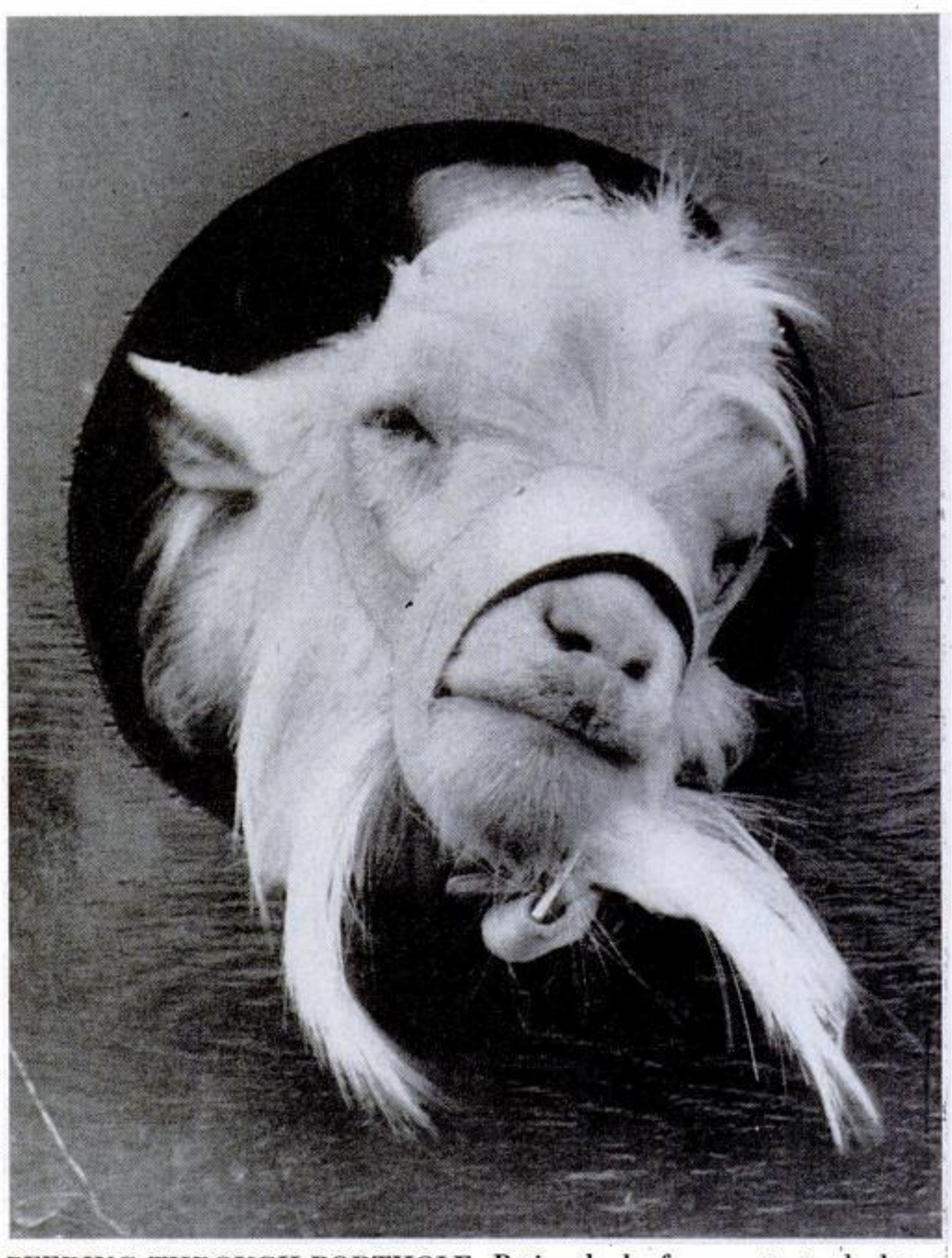
*Slightly higher Colorado and west, and in Canada.

HAMILTON MANUFACTURING CORPORATION • COLUMBUS, INDIANA

Makers of COSCO Metal Household Furniture



GILDING HORNS, done daily by Goat Master Gagnon, gives brilliant effect. Batisse is also sprinkled daily with deodorant, which has almost no effect.



PEERING THROUGH PORTHOLE, Batisse looks from cart attached to a jeep to transport him. He lives in a little house with a picket fence around it.



AT PARADE REST, Batisse stands with one of the companies. He loves to visit barracks, romp with the men, eat cadged cigarets, which make him sick.

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Jackie Gleason Originals by Manhattan® make dan-dan-dandy gifts

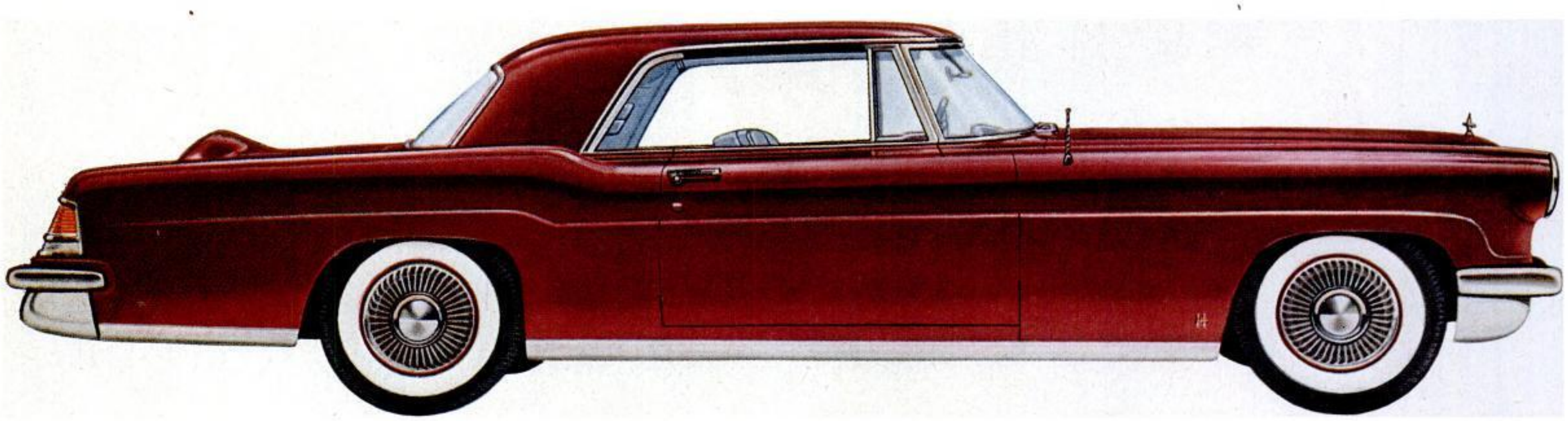
Jackie Gleason dress shirt, $5.00. Neckwear, $1.50. Sportshirt, $5.95. Handkerchiefs—set of 3, $1.50. "Dan-dan-dandy" Pajamas, $5.00, matching boxer shorts, $1.50.

And away we go . . . with the season's most thoughtful way to wish your "Mr. Saturday Night" a Merry Christmas. Give him smart new Jackie Gleason Originals. They're all by *Manhattan!* And they all display *Manhattan's* famous style, quality and craftsmanship, plus something more—Jackie Gleason's inimitable flair for luxury and comfort. For extra gift-giving fun, each shirt, sportshirt and handkerchief comes gift-packaged in a special Jackie Gleason gift package inscribed with Jackie's personal wishes for the Season's best. Mmmmmm, boy—these Jackie Gleason Originals are the greatest—and so are you for giving them! The Manhattan Shirt Company, 444 Madison Avenue, New York 17, N. Y.

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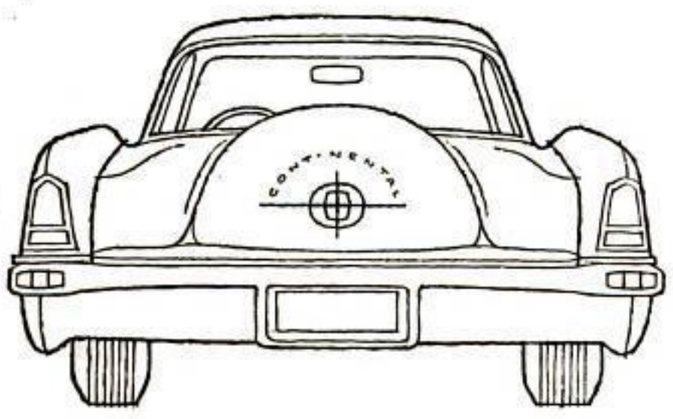


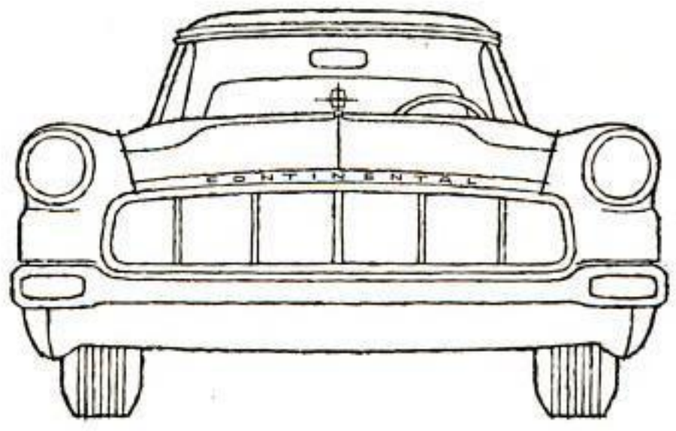
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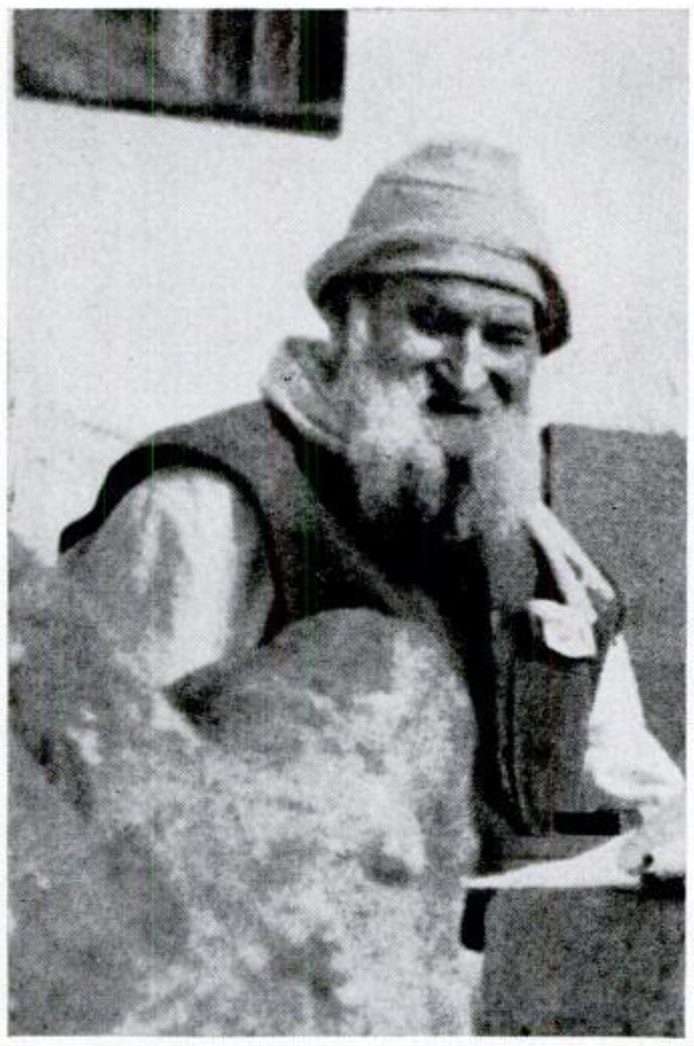


Continental

Mark II

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BEARDED AND BUNDLED UP, Brancusi sits in his cold studio, smilingly contemplating his work.

Great Recluse

BRANCUSI AND ART COME FROM HIDING

For nearly 25 years one of the greatest artists of the 20th Century has been living in almost complete obscurity, a hermit in a cluttered studio off a blind alley in Paris. He is Constantin Brancusi, a Romanian sculptor whose streamlined birds, egg-shaped heads and rough-hewn idols have revolutionized modern sculpture, provoked national debates (*p. 139*) and made him famous around the world.

But renown is of no concern to 79-year-old Brancusi who, having long ago dedicated his life to the search for "true form," has resolutely shunned photographers and made little effort to exhibit his work. Recently, however, he was persuaded to send some sculpture to his first big retrospective show, now at New York's Guggenheim Museum. And last month, after a lapse of years, he let himself be photographed in his studio. On these pages LIFE presents the first up-to-date pictures of the great recluse, along with some shining examples of the work which brought him his unsought fame.

BRONZE BUST entitled *Mlle. Pogany* sums up → Brancusi's art of highly simplified, stylized forms.

NORTON GALLERY



A HUMBLE LIFE OF 'PURE JOY'

Wearing white pajamas and a yellow, gnomelike cap, Brancusi today hobbles about his studio tenderly caring for and communing with the silent host of fish, birds, heads and endless columns which he created. The old man leads the same humble life he led as a peasant boy in Romania before the turn of the century. At that time, after studying carpentry, he took up sculpture in Bucharest, later set off on a two-year walk over Europe which landed him in Paris in 1904. There he began his lifelong quest for forms which would convey the essence of things rather than imitate their superficial appearance. Gradually Brancusi evolved an art of polished purity and primitive power which was so simple it both shocked and baffled spectators. But Brancusi counseled them, "Don't look for obscure formulas or mystery. It is pure joy that I am giving you."

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1. Shall we? Let's do!



2. Ooops, almost spilled the milk!



3. Be sure we get every bit of puddin' in . . .



4. And we can take turns spinning the beater!



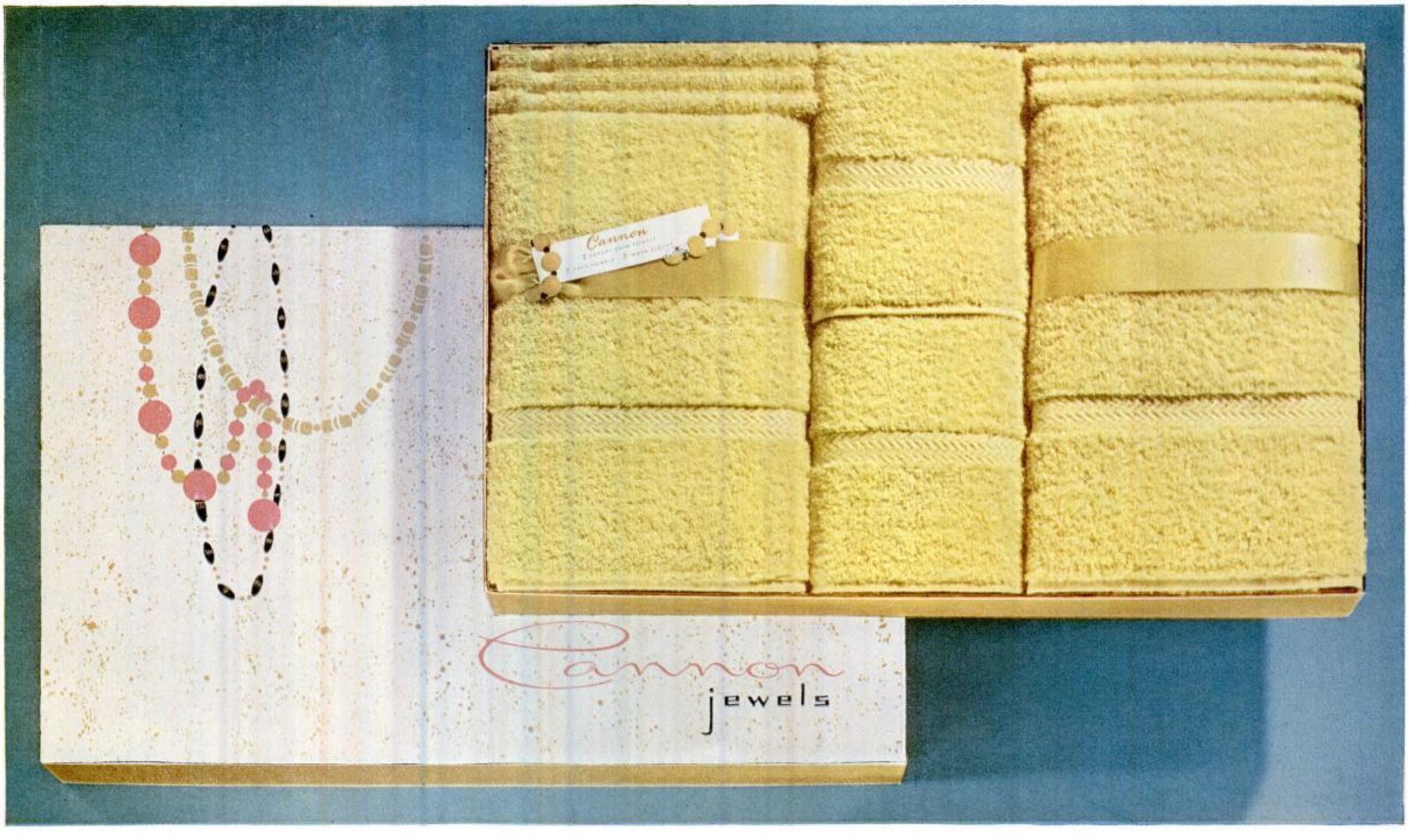
5. Isn't it just d'licious?



JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

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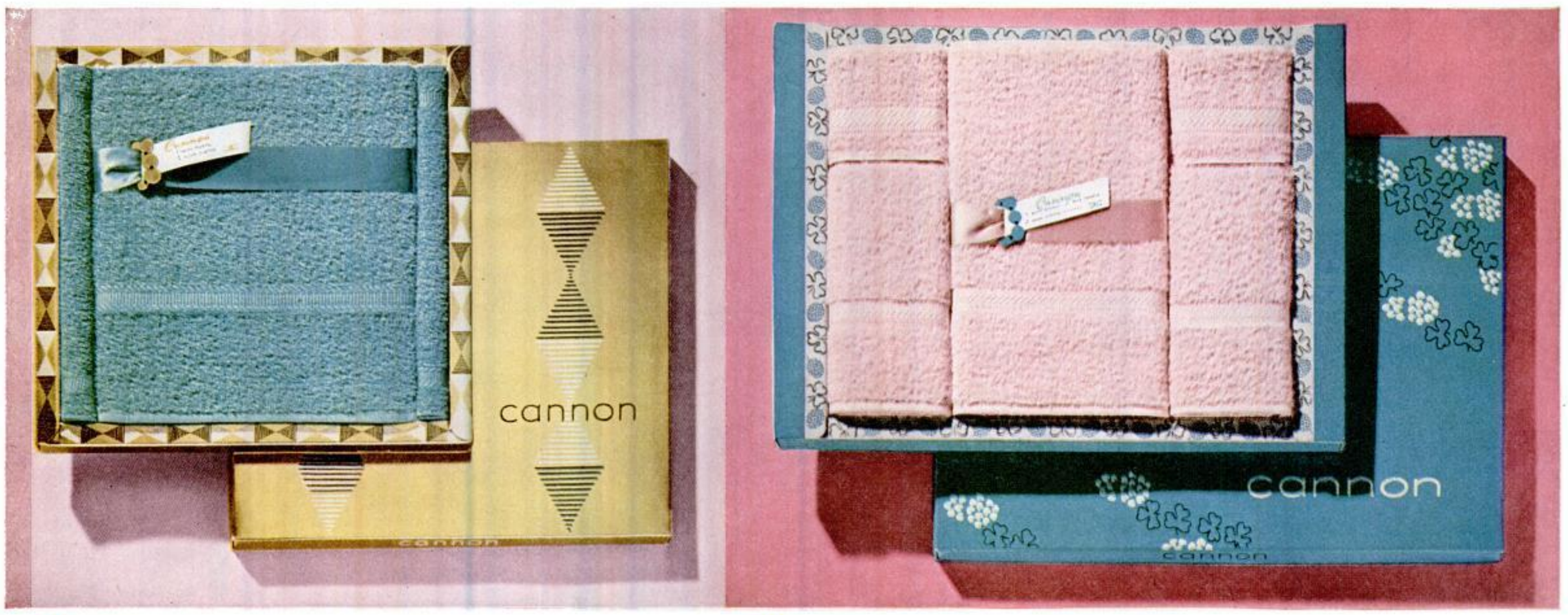
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Cannon **LUSTRE** Gift Set. A flower-spattered box brimful of beautiful Cannon towels—so *many* for such a modest price! Five or six lovely Cannons to a set. About **3.98.**

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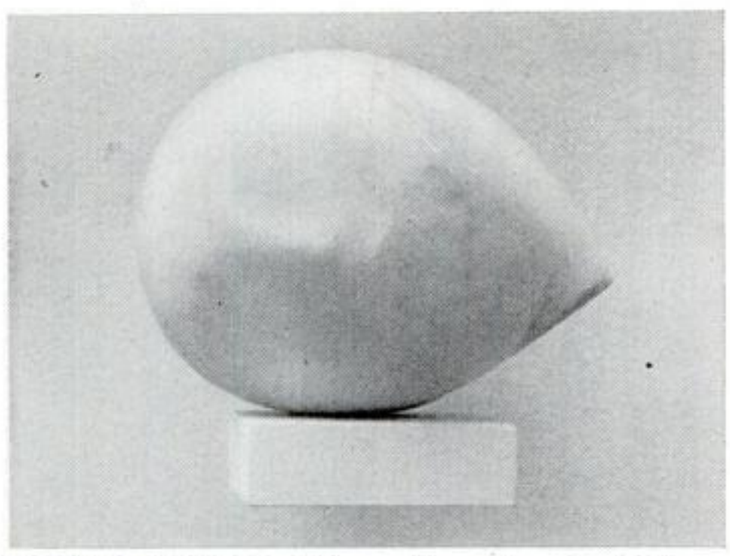
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REAL, ROUND, ROUGH



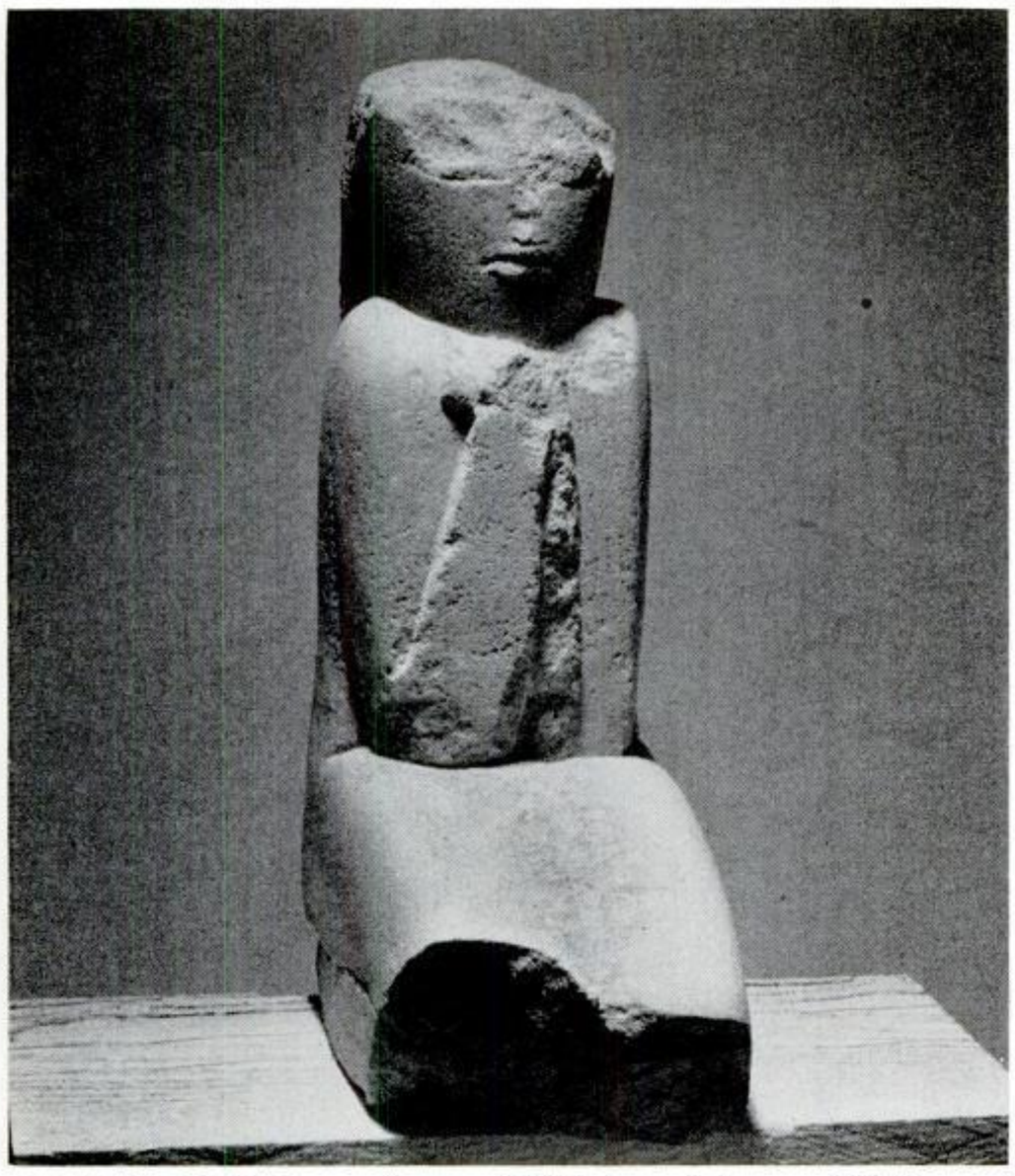
MR. AND MRS. RICHARD S. DAVIS COLLECTION

REALISTIC PORTRAIT of a boy, done in 1907, is one of Brancusi's last orthodox sculptures. It shows influence of Rodin with whom he briefly worked.



PHILADELPHIA MUSEUM OF ART

ABSTRACT HEAD of Prometheus, done in 1911, retains faint suggestion of features on smooth surface.



THE ART INSTITUTE OF CHICAGO

PRIMITIVE FIGURE, carved around 1908, shows influence of African and archaic sculpture which helped lead Brancusi from realistic to abstract art.

CONTINUED



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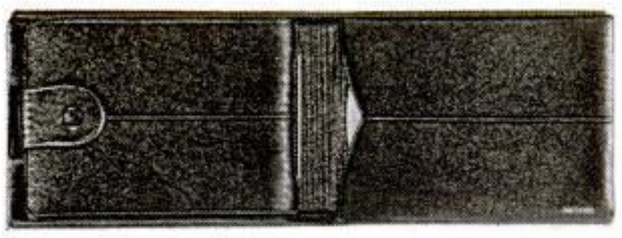
Joel McCrea, star of Allied Artists' CinemaScope production "The First Texan."

Smart billfold for "her" with outside coin purse. Cowhide in a variety of colors. $5.*

Sneak a peek at Joel McCrea's

meeker

Christmas list!

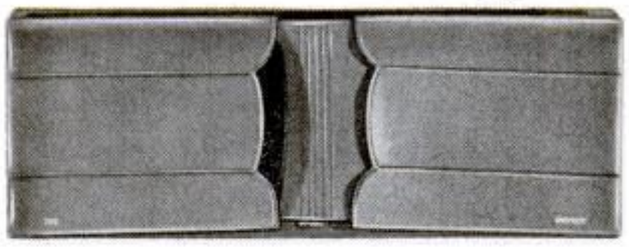


Slick billfold with removable pass case in luxurious Black Seal. $15*



Big and roomy. Has matching billfold. Steerhide with hand tooled design. $20*





Stays slim and trim even when loaded. In Satin Cowhide. $7.50*

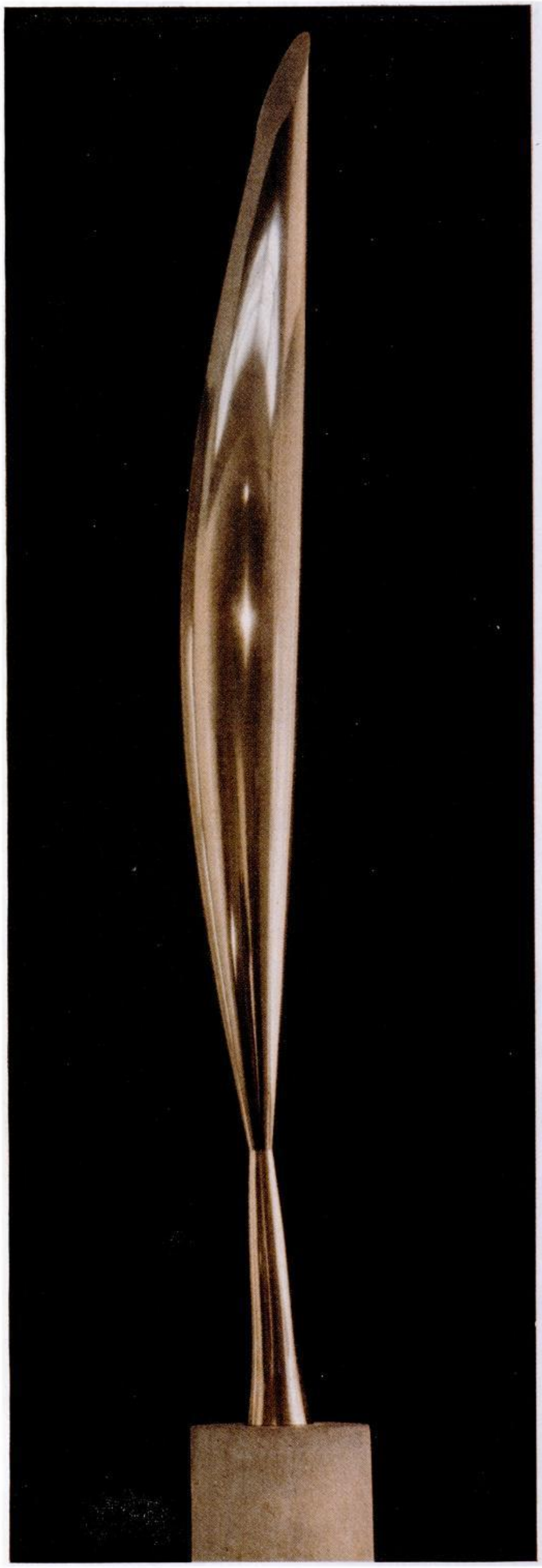


New French Purse with jeweled clasp. Cowhide in 12 smart colors. $5*

*All prices plus 10% Federal Excise Tax

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EDWARD STEICHEN COLLECTION

BIRD IN SPACE, a 4½-foot bronze form, was crux of legal battle (*next page*). Bought by Photographer Edward Steichen for $600, it is now worth $35,000.

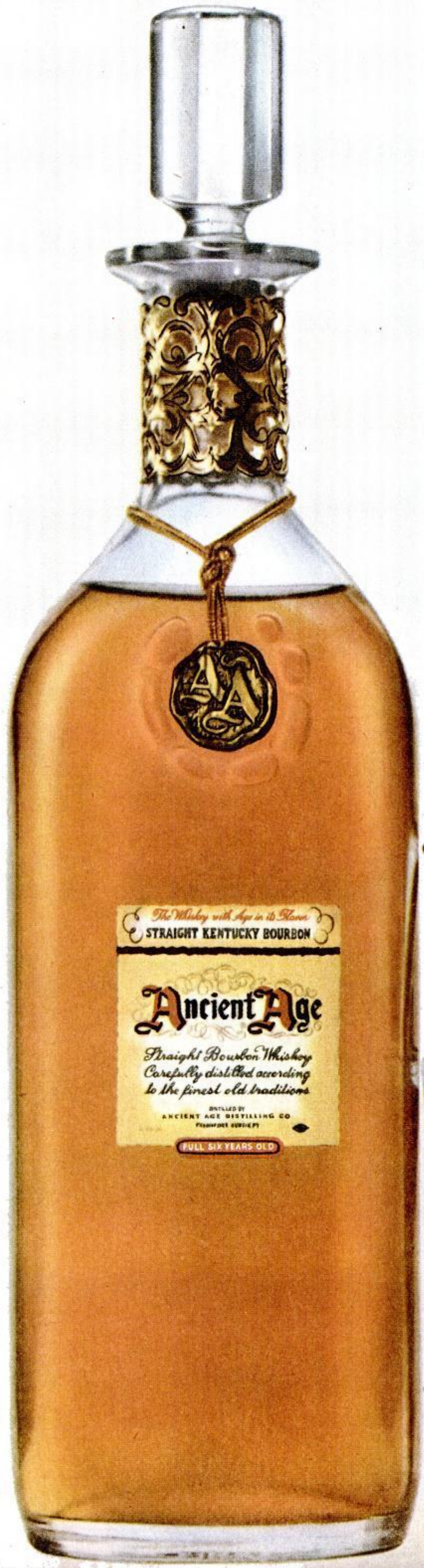
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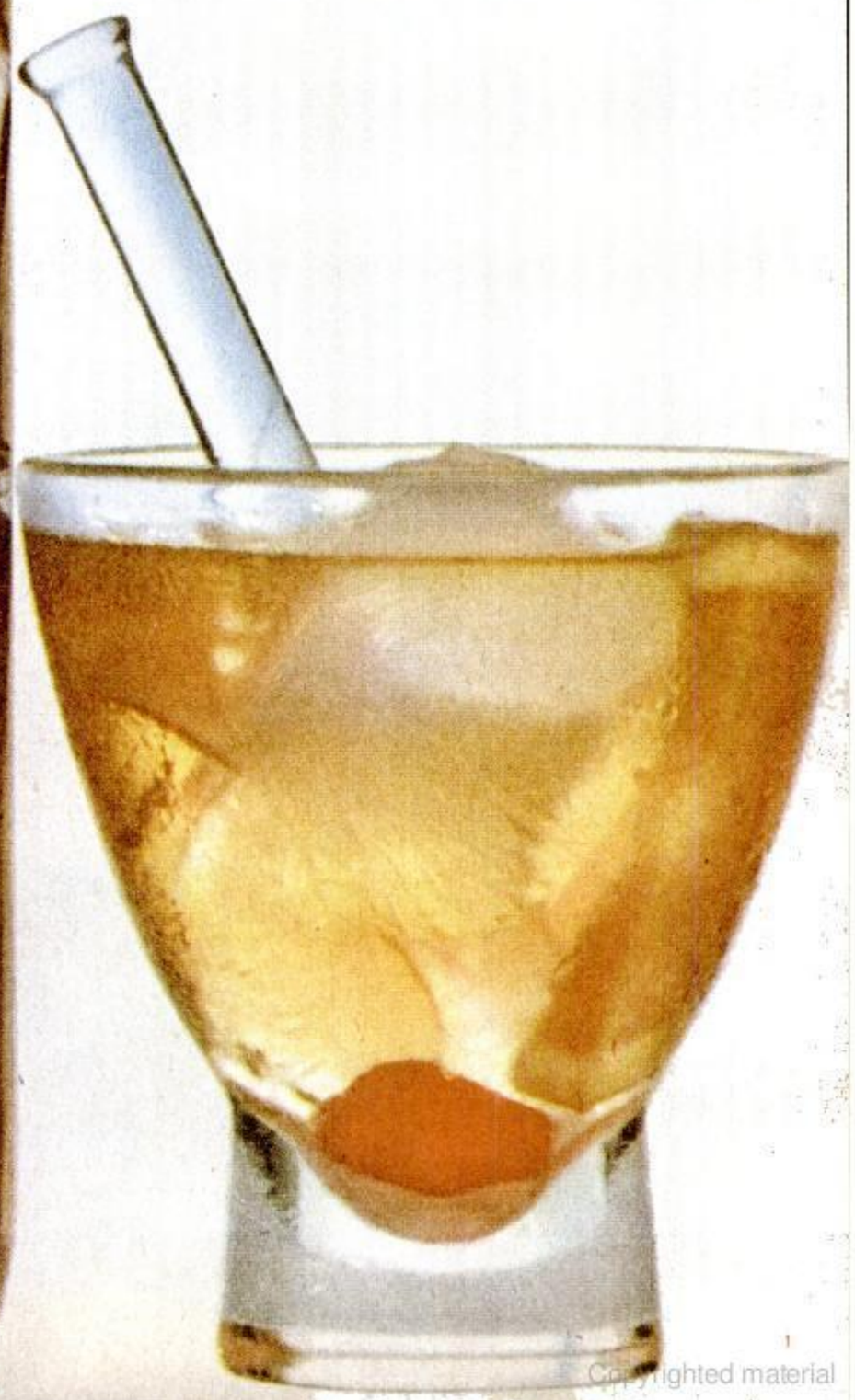
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Ancient Age





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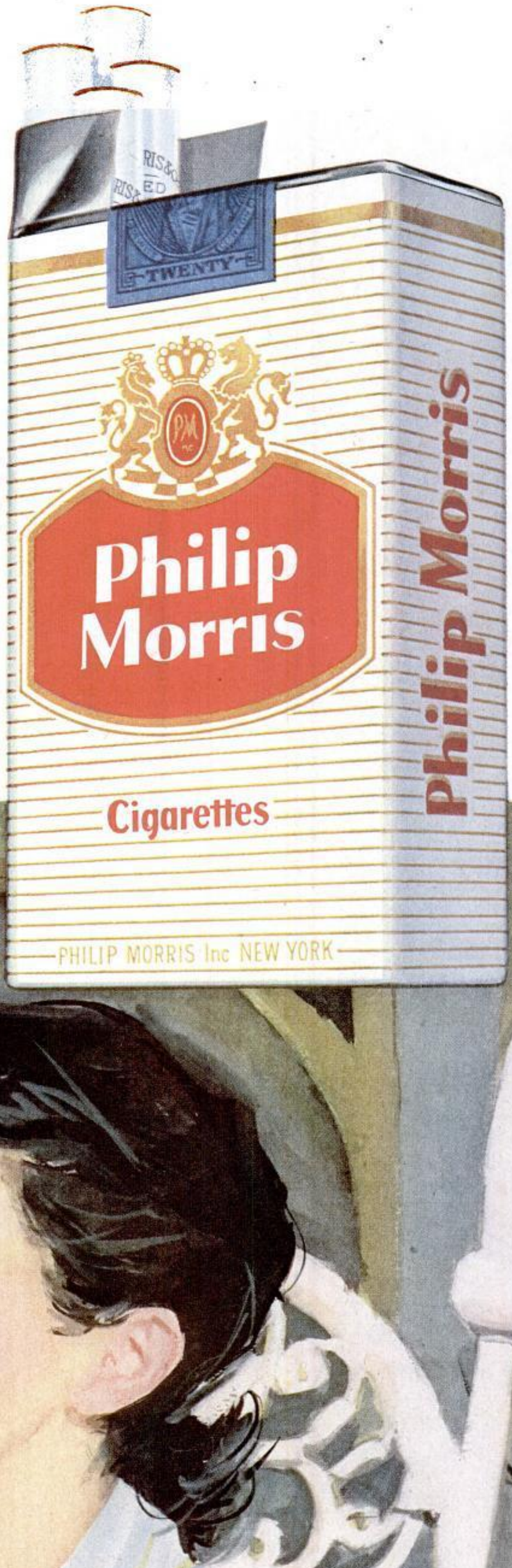
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This smart new package is a symbol of something all Philip Morris smokers have enjoyed for months—a new cigarette —made gentle for modern taste.

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Today, enjoy the gentle pleasure—the *fresh unfiltered flavor*— of new Philip Morris.



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Philip Morris

...Smart New Package... King Size or Regular...*In the Snap-Open Pack*

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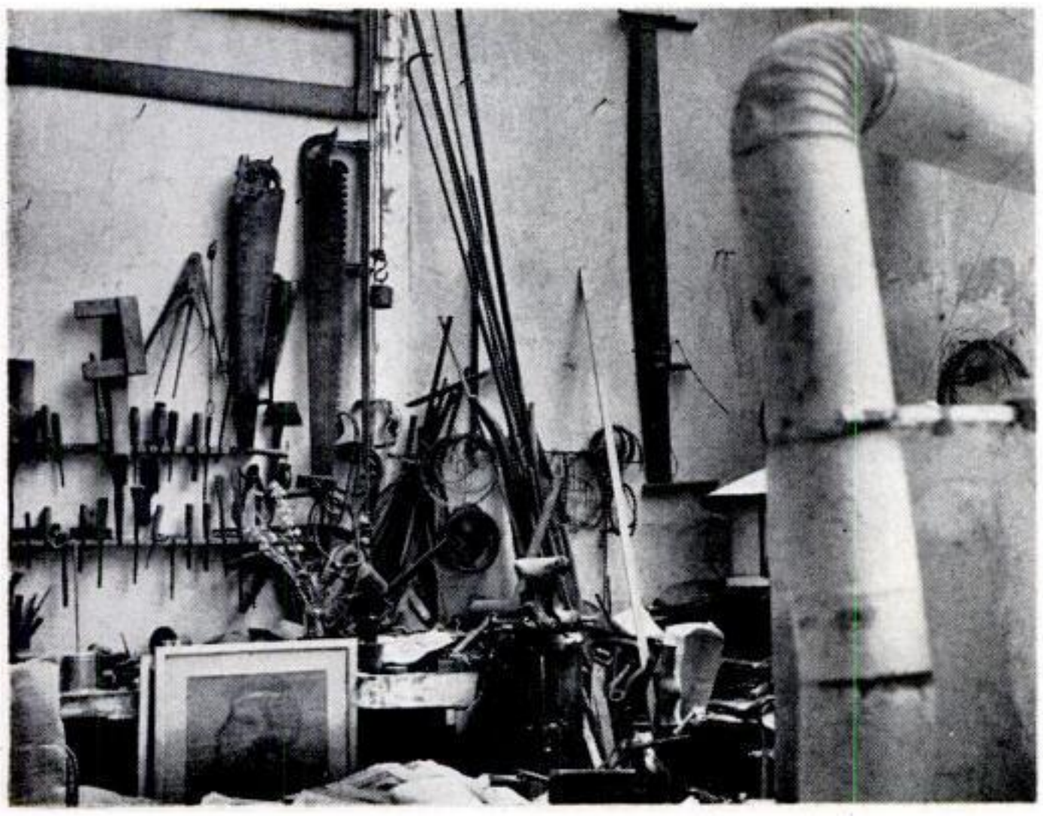
BAFFLEMENT BY BIRD was caricatured by Helen Hokinson during conflict with U.S. customs officials.

BROUHAHA OVER BIRD

As early as 1913 Brancusi raised a ruckus in the U.S. when some of his sculpture was exhibited in the Armory Show, eliciting cheers and sneers. In 1926 he prompted a legal furor when eight of his works bought by Americans came up against U.S. Customs officials. Eying the strange assortment of polished metal and marble, the officials decided it was not art, which could enter the country duty-free, but belonged rather in the category of "kitchen utensils and hospital supplies" and was therefore dutiable at 40% of its value.

Enraged, the friends of modern art took the decision to court. Using as Exhibit I Brancusi's *Bird in Space* (*p. 136*), they marshaled a delegation of critics and artists to testify. The government maintained that the *Bird* failed to meet the requirements of sculptured works of art which, by the U.S. Treasury definition, were "imitations of natural objects" represented "in their true proportions." The *Bird*-lovers admitted that if they saw it in a forest they would not "take a shot at it" but they maintained it conveyed a "suggestion of flight." Most important of all, it provided a "sense of beauty" and "a feeling of pleasure" which qualified it as a work of art. After long hours of debate Justice Burton Waite came up with his decision: though the bird had neither head, nor feet, nor feathers, it portrayed an abstract idea, was beautiful, symmetrical and hence a work of art.

Brancusi was amazed by what he called the "*brouhaha*" over his bird. But the trial spread his fame in America and 90% of his work is now in U.S. collections. "Without the Americans," said he recently, "I would not have been able to produce all this or even to have existed."



BRANCUSI'S TOOLS, once in constant use, now hang idle upon the wall of his studio. Lame from a recent leg injury, Brancusi can no longer work.

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SPLENDOR "L," $100.00
2 diamonds.

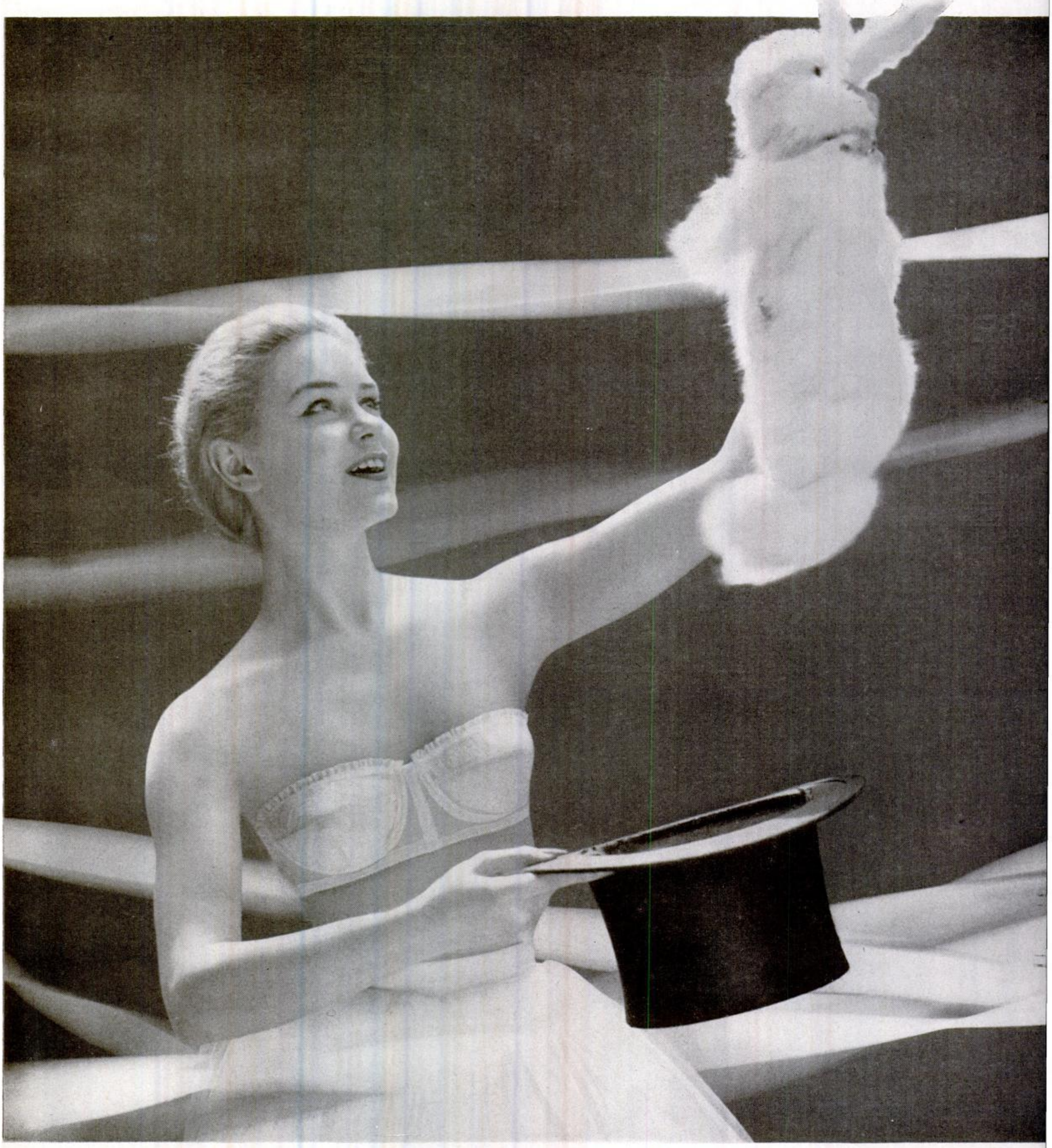
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It's because Warner's styles bras with your wardrobe in mind. Knows that (though it looks like magic) all it takes is the right bra to change you from, say, a saucy sweater and skirt girl to a sorceress in a strapless sheath.

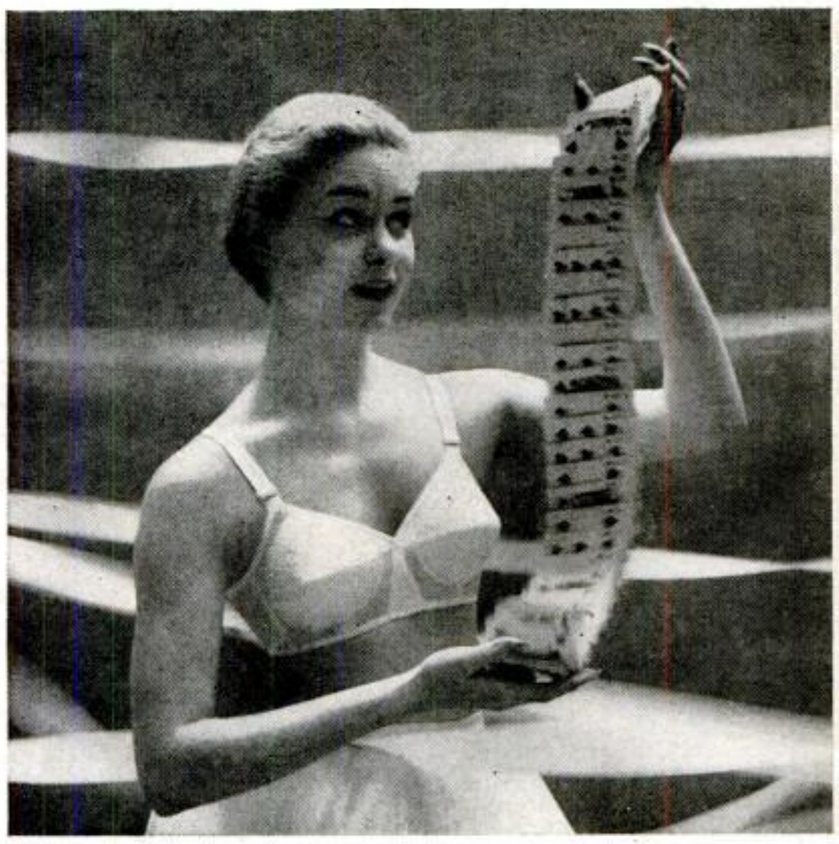
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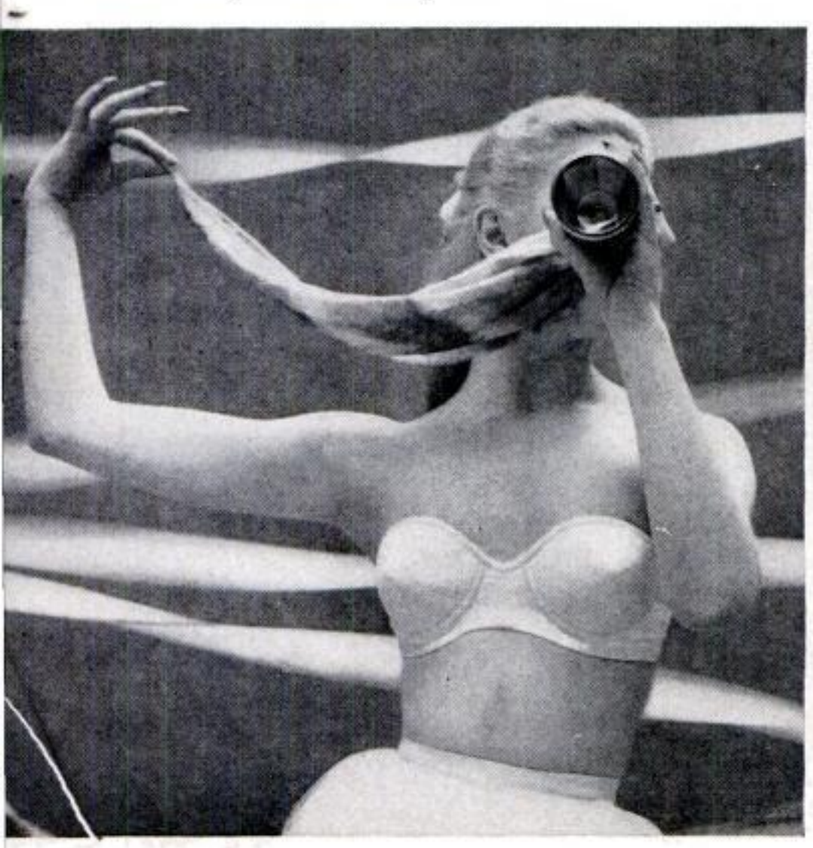
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Leahy Finds Unknown Stars the Pros Want



Before he retired from college football two years ago Frank Leahy was a top coach at Boston College and Notre Dame. In preparing this article he relied on reports from friends, coaches and many of his former players from coast to coast.

FUTURE STARS HAVE DONE 'GREAT DEEDS ON SMALL CAMPUSES'

by FRANK LEAHY

EACH autumn a surprising number of superb college athletes play football in relative obscurity. They perform great deeds on small campuses. Only a few people see them play and only the local papers report on their feats. They make nobody's bigtime All America. Yet I would like to coach a team made up of heroes in hiding, like Charles Sticka (*right*) and those on following pages. I would like to coach them in a game against this year's All America. It would be most entertaining.

Their day of recognition has simply been postponed. The football pros, who gauge prospects on performance rather than press clippings, know who they are and are already after them. The pros have learned that lads from small colleges are better bets to come through than highly publicized players from the few select large schools.

For one thing, lads from small colleges are usually unspoiled. For another, they are very coachable and starved for national recognition they have never received. The pro rosters are cluttered with supermen from obscure normal schools and inconspicuous A. & M.s. The chief scout of the Chicago Bears tells me that the pros are concentrating even more lately on getting small-college talent.

All 12 professional clubs are pursuing Sticka, the fullback from tiny Trinity College at Hartford, Conn. After watching him for one half, a scout from the San Francisco 49ers walked out of the stadium, saying, "I've seen enough. He'll do."

The great mystery to me is why these potential pro stars go to small schools. How do they escape the bigtime college dragnet? In Sticka's case he was turned down by Harvard and Columbia. I was coaching at Notre Dame at the time and was interested in having him come to South Bend. What a fullback he would have been for us! But he had already enrolled at Trinity and it was too late.

With Willie Berzinski (*p. 146*), an unbelievably shifty back, it was apprehension over what would happen to him in a big college. He had offers from Wisconsin and Wyoming, but someone told him if he went to a big school he would be "just a number." So he paid his own way to Wisconsin State College at La Crosse. The local Green Bay Packers want Willie, but so do other pro clubs.

Wherever they go I predict great things for these young men. These lads rank with the best football players in America and in my opinion could earn a position on any team in existence.



PRIME FULLBACK FROM TINY TRINITY

If I were a pro coach I would make very effort to obtain Charles Sticka of Trinity College. This young back looks like Rocky Marciano and even sounds like him, snorting like a prizefighter when he smashes into the line and beyond it (*above*). Sticka doesn't care about scoring touchdowns—although he scored 13 this season. He just likes to hit. He was a hard hitter back in high school at Natick, Mass., where he lost a couple of teeth (*opposite page*). He weighs 195 and runs hard. His attitude is ideal. On defense he is even more effective as line backer, and this is where the pros will probably use him most.

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My constipation worries are over!

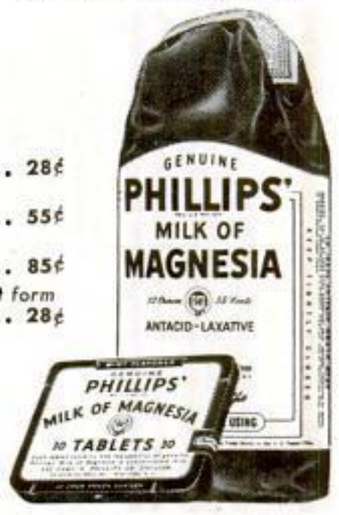


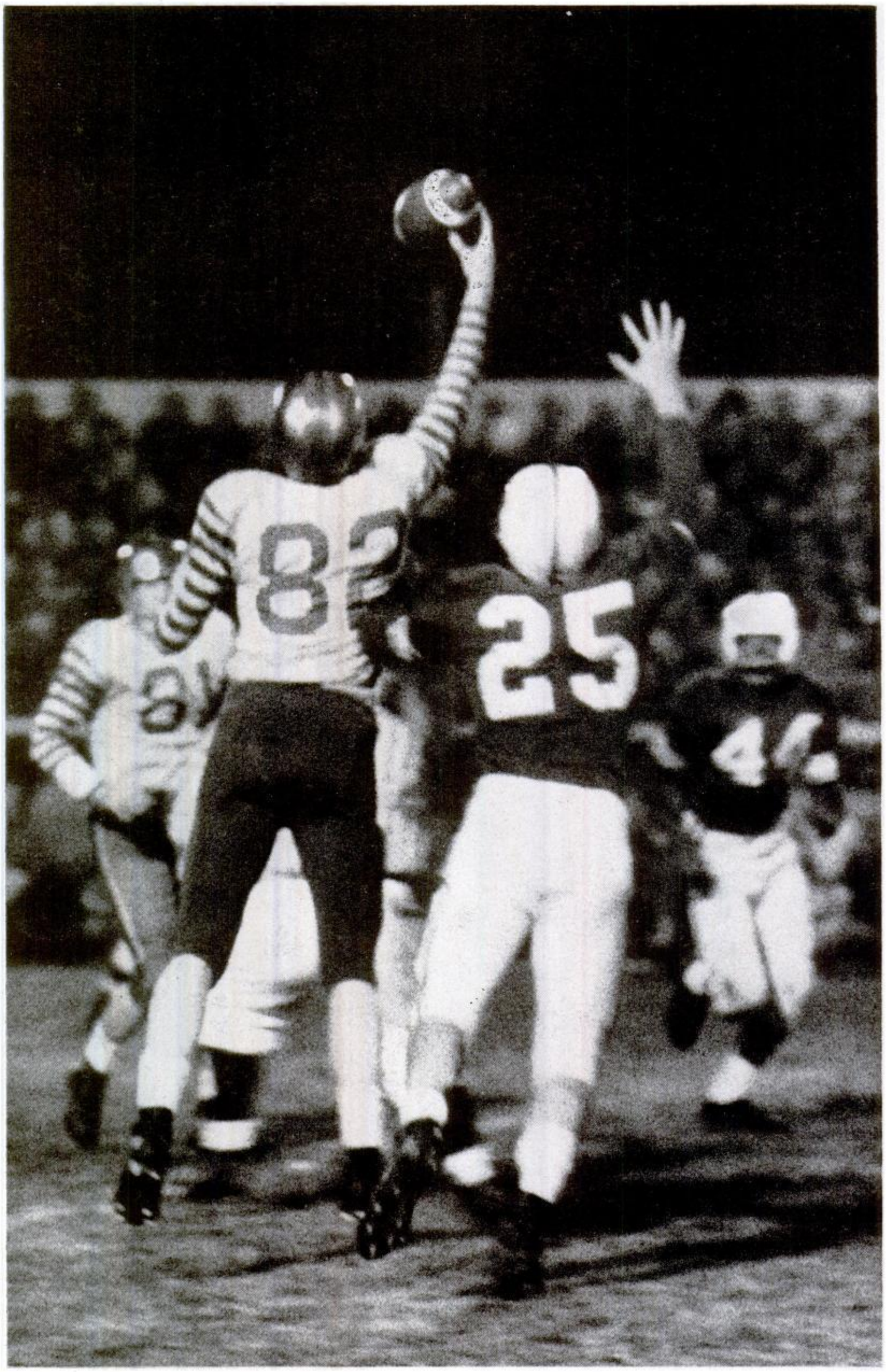
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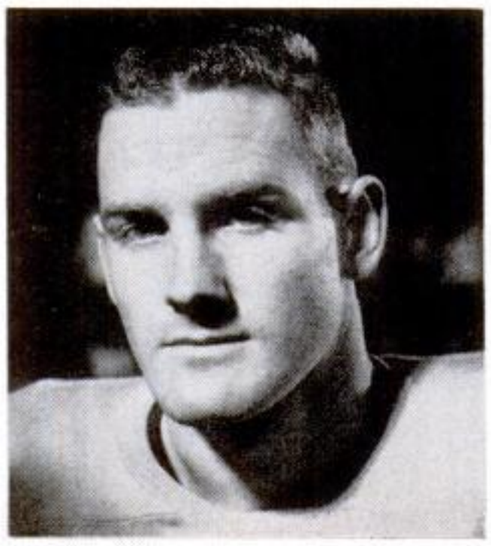
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TALL END WITH STICKY FINGERS



Last year two pass-catching ends from small schools took the pros by storm—Harlon Hill of Alabama State Teachers at Florence, now with the Chicago Bears, and Billy Wilson of San Jose State, now with the San Francisco 49ers. From all I hear the young man with the long reach above is a carbon copy of this pair. He is James Cox, a 6-foot-3-inch end at California State Polytechnic College. Anything that comes close to that lad he hangs onto. Defensively he comes in hard. He could make a good outside end in pro ball.

He has all the qualities essential to success—he likes contact, he's tall, has good hands, good speed and the ability to get himself free downfield. A dash man and high jumper in track, Cox caught 32 passes this year, eight for touchdowns. Although he is what the pros call "redshirt," a player with one more year of college eligibility, five pro clubs are eying him. Frankie Albert of the 49ers saw him play a few weeks ago, said afterward, "The boy's just great."

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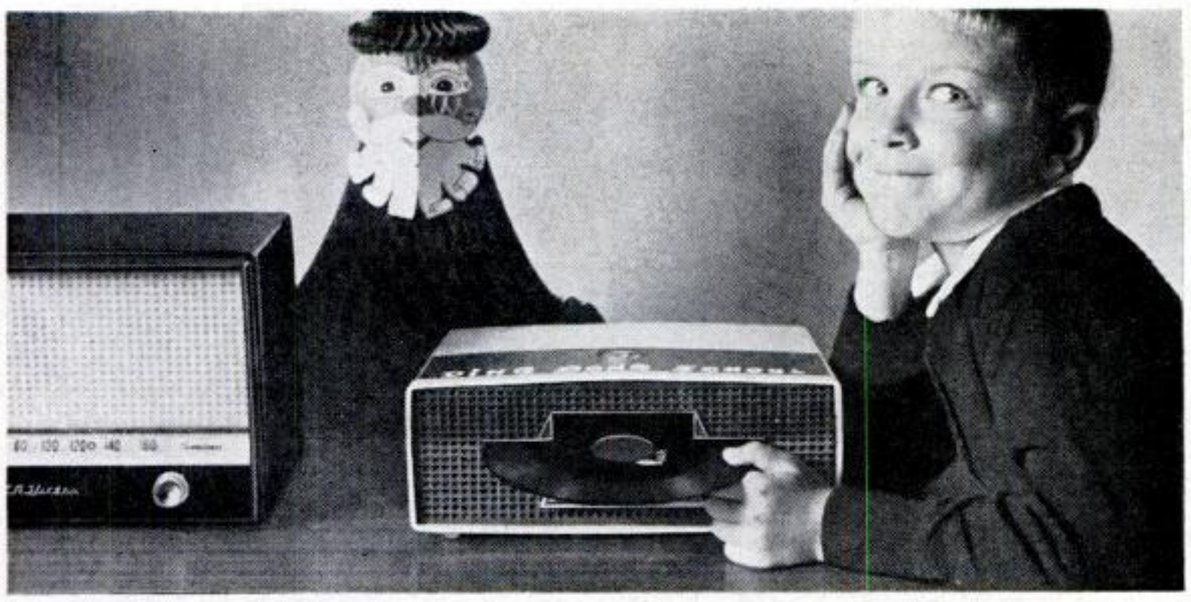
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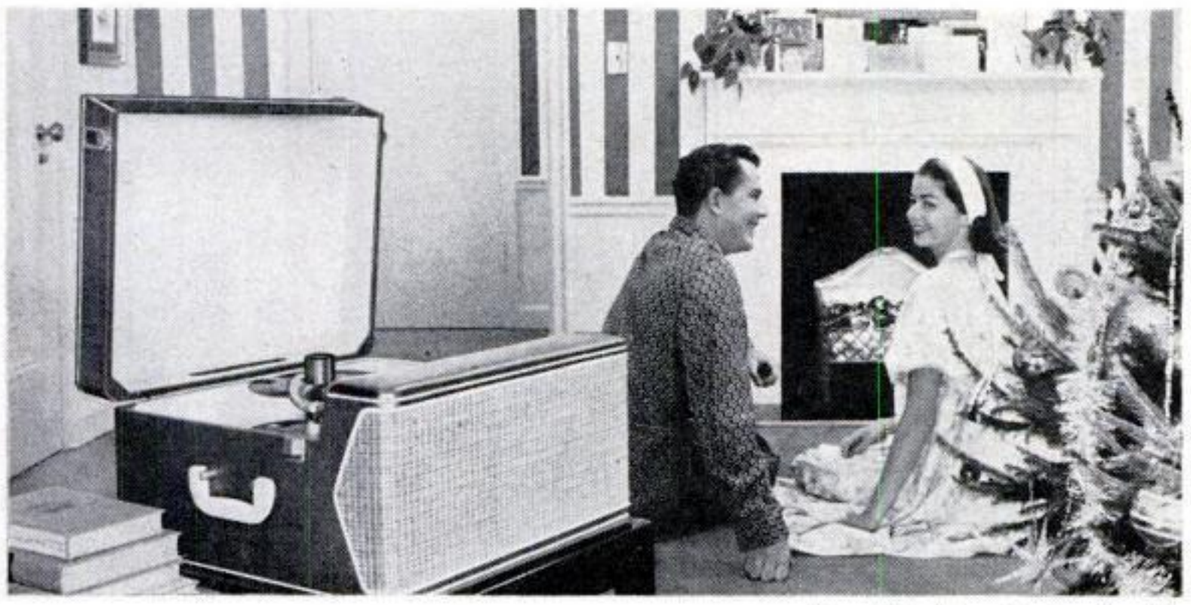


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DOUBLE ENJOYMENT. Twin-speaker AM-FM radio—the *Lindsay*. Superb reception. "Golden Throat" tone. Phono-jack. Ebony finish. (6XF9), $69.95
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PLAYS ALL THREE . . . 45, 33⅓ and 78 rpm records. Famous "Golden Throat" tone. Smartly styled cabinet in rich, black finish. (6ES3), $64.95
Other 3-speed phonographs from $29.95.

RCA VICTOR
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Manufacturer's nationally advertised prices shown, subject to change without notice. Slightly higher in far West and South. • See Milton Berle, Martha Raye alternately on NBC-TV, 2 out of every 3 Tuesdays. And don't miss NBC-TV's spectacular "Producers' Showcase" in RCA Compatible Color or black-and-white, Monday, December 12.

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MUSTEROLE WORKS FASTER

to break up chest cold tightness!

This is great news worth shouting about: Now New, Improved Musterole has a special ingredient which goes where it hurts, with rapid relief for the discomfort of deep-down pain and inflammation due to chest colds! You can now get deeper, greater relief sooner than ever before — with New, Improved Musterole! You can just *feel* new Musterole's amazingly speedy action.

First, its penetrating medication helps unkink stiffness and muscular aches, helps relieve pain better. Secondly, Musterole's *permeating heat* helps break acute upper bronchial congestion. Thirdly, its *vaporized heat* starts loosening nasal and throat congestion, helps clear up stabbing chest coughs due to colds—because its vapors rising from the chest are highly medicated. Many *doctors* have recommended Musterole for years!

You'll welcome its warmth, too. Musterole acts like a soothing sunny poultice on aching chest, throat and back, practically "bakes out" cold.

It's the *only* rub in three different strengths—*all* are new and improved: Child's Mild, Regular for adults, Extra Strong for severe cases. Musterole with its new special ingredient is *still* the same price. Insist on New, Improved Musterole. Get it today.





A LINEMAN WITH A SIXTH SENSE



You hardly ever see in college football a man moving with all the characteristics of a real pro. John Jankans of Arizona State College at Tempe, the tackle bearing down on the pass catcher above, is one. He says very little, moves only when necessary but extends himself when it really counts. In the Border Conference, which is a pretty tough league, he made All Conference tackle as a freshman and has repeated every year since. "I've never seen him play a bad game," one scout tells me. Jankans, who stands 6 feet 2 inches and weighs 210, seems to have a sixth sense. Even when you fool him he will still get you somehow. Five pro clubs are after him and whoever lands him will have a great lineman.



HARD TO STOP

Willie Berzinski of La Crosse (Wis.) State College is at his best when hemmed in by a horde of tacklers. When he can't use a stiff arm, he grabs a blocker and uses him as a shield (*above*). He is very artistic at making a tackler commit himself, then squirting away with a change of speed. As both halfback and fullback he has averaged more than seven yards a carry over the last four years and led La Crosse to 23 straight victories. Though he is quick and agile, the pros want him most because he can run over a tackler Nagurski-style when it is necessary.



HARD TO BUDGE

Jim Wolf, a tackle, weighed 225 even in high school and enrolled at the University of Louisville after being passed up by other colleges as too clumsy. During his junior year he joined the Navy and service football sharpened his reflexes. Back at college, now weighing 268 pounds and standing 6 feet 3, he has become fast in short bursts. This fall Louisville lost its first two games with Wolf out sick, then it won its next seven with him in the lineup.

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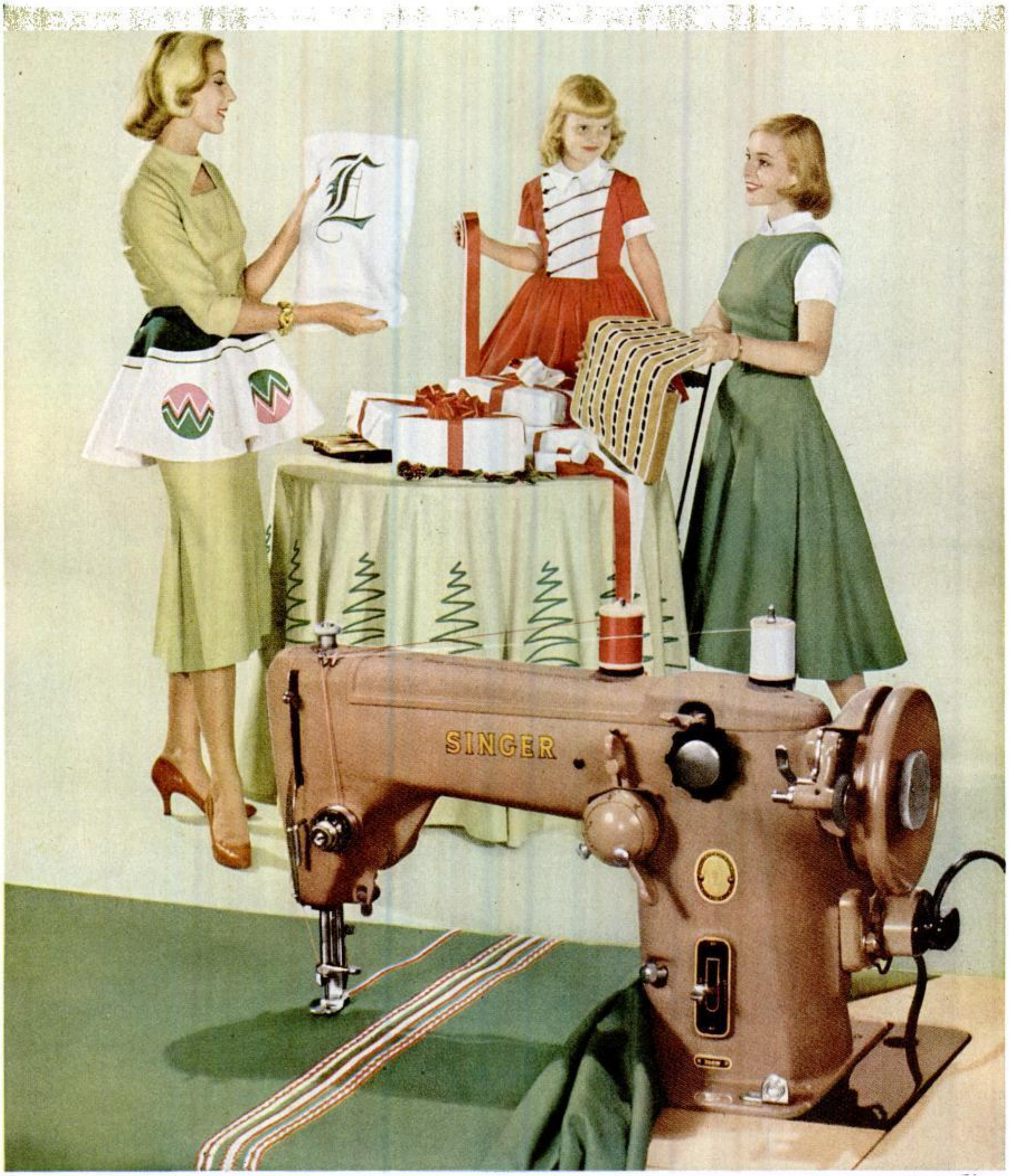
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Automatic Zigzagging—for satin stitch, script stitch, appliqués, buttonholes, setting in lace.

Automatic Multiple Zigzag—for mending, patching, joining overlapped seams, applying binding.

Automatic Blind Stitch—for making "invisible" hems, overedging seams, sewing zippers.

Automatic Scallop Stitch—perfectly spaced, big or small, for fancy edging, embroidery, trim.

Automatic Arrowheads—facing in either direction, for decorating children's clothes, table linens.

Automatic Dominoes—for monograms, borders, pocket designs that would take hours by hand.

NEW! Twin Needle also comes with the Automatic. Sews with two different color threads at once—for beautiful toned effects.

These are only a few of the exciting stitches the new SINGER Automatic will do.

Newest! The Swing-Needle **SINGER** Automatic

does hundreds of stitch variations as simply as it sews a straight seam

Here's an exciting, remarkable new machine that will give you the greatest gift in the world for beautiful sewing.

A machine that not only does the smoothest straight stitching you ever saw — but does literally hundreds of decorative stitch variations . . . *completely automatically.*

It's the fabulous new Swing-Needle* SINGER Automatic. So modern, so advanced, you'll have to see it—try it—to believe how easy it makes even the fanciest sewing.

It's the latest addition to SINGER's widest choice in the world of wonderful machines—the Christmas favorites for over 100 years.

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—to give a woman a real gift for sewing!



Exclusive! The Slant-Needle **SINGER**

Here's the only machine in the world with a needle that slants *toward* you—instead of being straight up and down. Lets you see better, sew more easily.

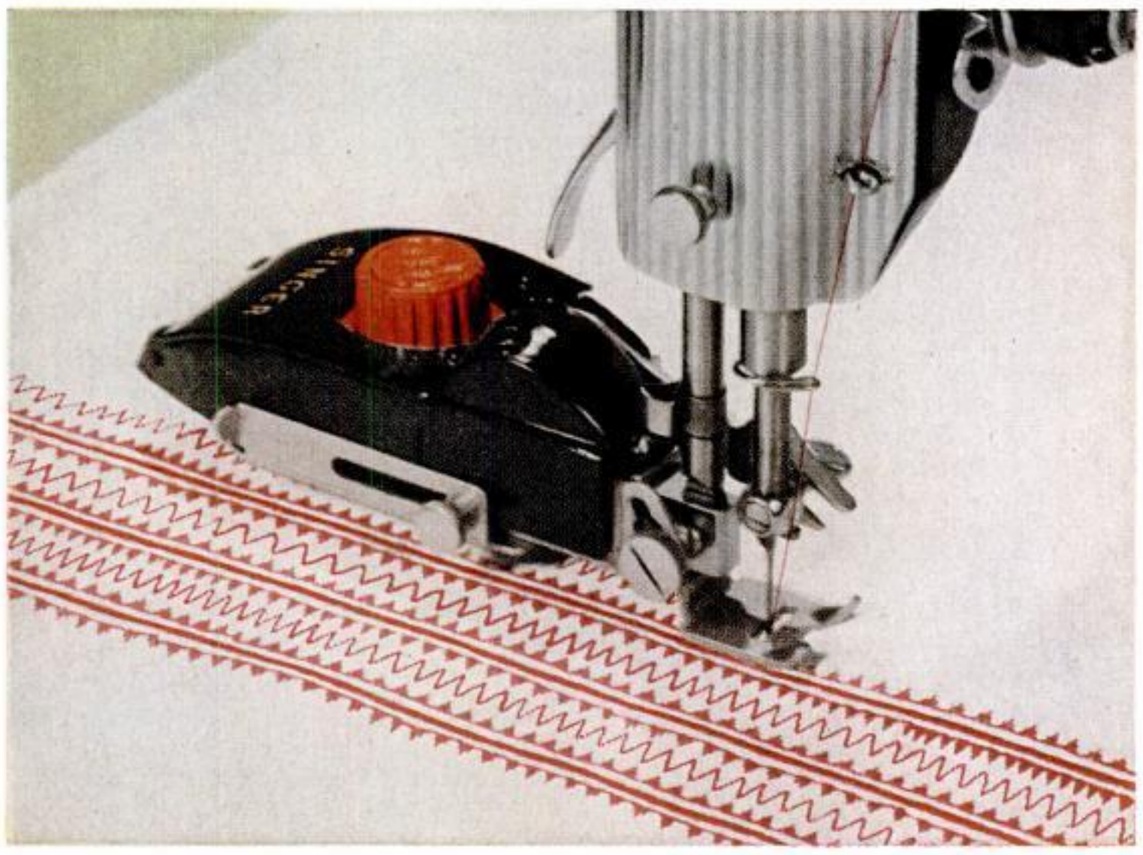
It's de luxe in *every* way! Sews slower or faster than any other machine, has one-hand threading, does *beautiful* decorative stitching simply and surely with the Automatic Zigzagger shown below. Choice of cabinet or portable.



Favorite! The Straight-Needle **SINGER**

This is the best-known, best-loved kind of machine in the world . . . the smooth-stitching Straight-Needle SINGER. Built for a *lifetime* of sewing dependability.

It's available with a variety of heads—in the most beautiful models in 100 Christmases—modern consoles, traditional cabinets, sleek portables. There's a SINGER* Sewing Machine to fit your home . . . and your idea of price.



New! **SINGER** Automatic Zigzagger—$14.95

This amazing, *exclusive* new SINGER invention fits any Slant-Needle* and most Straight-Needle models . . . just like the one you may have in your home. It lets them do arrowheads, dominoes, zigzags—*dozens* of decorative stitch variations—all automatically.

You'll want one if you already own a SINGER—or if you select one of the models above. Price: only $14.95, complete with set of Stitch Patterns.

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Cooking champions say: *"There never was anything like it before!"*



Mrs. Oscar Vik of Onawa, Iowa, has won over 900 blue ribbons for cooking, more than 400 of them in the huge Iowa State Fair. She says, "Fluffo makes my cakes unbelievably high and light . . . and much more delicious! I count on Fluffo to help me win. My Fluffo Fudge Cake wins my *husband's* vote, too!"

"This fluffy-rich, golden-yellow shortening gives you a new kind of cakes!"

. . . better in every way than you could possibly make before!



Mrs. Vik adds: "The moment I scooped Fluffo out of my cup, I could see it would blend better . . .



"Then, as you mix up the Fluffo batter, you just *know* you're going to get a better cake! It bakes up beautifully, moist and rich—has a wonderful eating quality you just can't get with *white* shortening. *It's Fluffo for me!*"

YOU'VE NEVER SEEN such cakes as you get when you use golden Fluffo! A really new *kind* of cakes . . . more luscious . . . *better in every way than you ever got with any other shortening!*

That's because Fluffo is a different *kind* of shortening. Even its *color* is different — rich golden-yellow. Fluffo is blended by Procter & Gamble from the finest shortening ingredients, by an exclusive fluffing process. It's the highest quality shortening money can buy!

No wonder Mrs. Vik says, "I never got such handsome fluffy-light cakes before . . . the prize-winningest cakes I ever tasted!"

Needless to say, you'll never go back to white shortenings after you've tried golden Fluffo. You'll love Fluffo for *all* your baking and frying.

Costs no more than other leading shortenings, either. And, so digestible! Change to Fluffo soon.



MRS. VIK'S CHAMPIONSHIP FUDGE CAKE

Try this cake on your *husband—it'll be* his *favorite, too! (NOTE: Use Fluffo in all recipes that call for shortening; no need to change any measurement.)*

2 cups sifted cake flour **1⅔ cups sugar** **3 squares melted unsweetened chocolate**
1 tsp. salt **1½ tsp. soda** **½ cup FLUFFO** **1⅓ cups milk (add ⅔ cup twice)**
½ tsp. double-acting baking powder **3 eggs (⅔ cup)** **1 tsp. vanilla**

Combine flour, sugar, salt, soda and baking powder in mixing bowl. Add Fluffo, melted chocolate and ⅔ cup milk. Beat vigorously by hand or mixer (medium speed) for 2 minutes, scraping bowl often. Add eggs, ⅔ cup milk and vanilla. Beat for 2 minutes. Pour into two 9″ cake pans 1½″ deep, rubbed with Fluffo or lined with paper. Bake 35-40 min. at 350°. Cool 10-15 min., remove from pans and cool on wire cake rack.

Luscious Fudge Frosting: Mix ⅓ cup Fluffo, 1 egg, 3 cups sifted confectioners' sugar and ¼ tsp. salt. Add 2½ squares melted unsweetened chocolate and beat thoroughly. Add 5 tbsp. cream or top milk, one at a time while beating, beat till smooth and good spreading consistency.

Mocha Icing: Add 1 tbsp. instant coffee, dissolved in cream.

Mint Icing: Add ⅛ to ¼ tsp. mint flavoring during final beating.

Procter & Gamble's new kind of shortening . . . GOLDEN **FLUFFO**

ALL-PURPOSE SHORTENING, NOT A TABLE SPREAD (Yellow from pure carotene)

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FACING ENGLISH LITERATURE CLASS, JOHN BENTON (LEFT) ANSWERS QUESTIONS ABOUT THE U.S. AT RIGHT ARE TEACHER AND DIRECTOR OF THE SCHOOL

I WENT TO SCHOOL IN MOSCOW

Ex-U.S. senator's son gets teacher mad but makes friends of pupils

Visiting Moscow with his parents last month, John Benton, 13, son of William Benton, former U.S. senator from Connecticut, had the rare experience of spending four days at an English-language school for Russian youth. Here is John's own report:

The school director took me upstairs to the seventh grade classroom. The boys were of my own age but were a lot smaller. I would guess that the tallest one was about 5 feet 4 inches while I am over 5 feet 8 inches.

I went in and shook hands with the teacher. She had a grip like a bear trap, blond hair and very pink cheeks. The room was a normal sized classroom, with old desks that seat two people and with a blackboard in front. The boys wore gray uniforms with brass buttons, like all Russian schoolboys.

The teacher seemed at first to be a very agreeable person, although, as I found later, her motives toward my part in her class were anything but agreeable to me. The nine boys (there was one girl in the class, so perhaps I shouldn't say "boys") were reading *King Lear* and being taught "English" English. By this I mean that they were learning English with an English accent.

Each one got up and proceeded to read *King Lear* and after the first two boys had finished reading, the teacher asked me to criticize. I didn't see what was coming.

I told one that he would have done better if he had read it a few more times first, so he could read it aloud more clearly. The teacher beamed at me and told the boy to sit down and that she would give him extra homework to do for tomorrow. I was very much embarrassed by this, so I told the next boy that he had done as well as I could myself. Then I got a terrible black look from the teacher. She was a master at black looks. When she asked me to criticize the third one, I asked her please not to put me on the spot, as I didn't want to contradict her, and I didn't want to get her pupils in bad with her. There was a considerable amount of muffled giggling at this remark.

After she and the boys had finished with *King Lear*, she asked me to read a poem. She handed me a notebook in which the poem was written. But I couldn't read her writing and told her so. This time everybody laughed outright. The teacher could have won the Olympic

CONTINUED



WITH HIS PARENTS, John Benton tours Moscow. Mrs. Benton broke leg before going overseas.

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championship for black looks. Much to her embarrassment I had to take a boy's notebook in which was written the poem in much better writing. I made permanent friends with the whole class.

The bell rang and I went down to the director's office. He asked me if I collected stamps, and I said that I didn't but that my brother did. He pulled out an envelope full of Russian stamps and gave them to me for my brother. Then with great ceremony, he gave me a Komsomol pin. The Komsomol is an organization which "prepares" boys and girls for the Communist party. You have to pass a test to be able to join it. I am not going to wear the pin.

The last day I was in school I invited about 10 of the boys to have something to eat in my hotel rooms. (I invited so many because I had asked three of them the previous afternoon and although they accepted none of them showed up. I invited 10 because I wanted to be sure that someone would come.) I waited till 7:30, and just as I was trying to call Dad to tell him they weren't coming again, I heard a knock on the door. Two of the boys were in the doorway. One was the 16-year-old son of Konstantin Simonov, the famous Russian writer with whom Mother and Dad had a big, long lunch.

I asked them to come in, and they said no, thank you, and that they had been waiting for me downstairs since 6:45. Maybe they had not understood me when I had asked them up to my rooms. But I don't think so. They just didn't want to be in my rooms. They still would not come in. I went downstairs and asked them all to come up. They made all kinds of excuses like "I am really not hungry" or "I am not dressed suitably." I finally gave in, and all eight of us walked down Gorky Street, the big main street of Moscow with the fanciest shops, and not very fancy either. We passed a cafe, and I said I was hungry and asked them if they would like something to eat. The excuses they had made at the hotel fell apart. They were hungry, too, and were dressed all right for the cafe. We went in and after attracting a lot of attention, we finally got two tables put end to end. I wanted to treat them, but I told them I didn't have enough rubles away from the hotel. I suggested that everybody pay for his own. They wouldn't let me pay anything. I pulled out some 20 postcards with pictures of the U.S. they had asked me to bring. We had bought them at Idlewild Airport before leaving because two Columbia University students who visited Russia last summer told Dad everybody in Russia wanted them and they were better than rubles. Somebody got the idea in his head that he wanted me to autograph his two postcards. So I had to autograph them all.

One boy wanted to know what our television was like. He asked if our station began before 6 at night. I said that I could get about eight channels. He was surprised that the government put out so many programs at the same time on so many stations. It was very hard to get the boys to believe that the state didn't control any TV stations. I had a lot of trouble trying to explain our TV programs and about sponsors. They had heard of the Lincoln automobile but couldn't figure out how Lincoln could put on a TV program.

They paid for the ice cream. We got our coats and we walked out down the main street toward the hotel. I asked one of them if he had ever chewed gum. He said he had, only once. I told them all to wait in front of the hotel until I came back. I ran upstairs and got the supply of gum we had brought along for that very purpose. They each tore open their packages very gravely and popped gum into their mouths. They seemed to enjoy it so I gave all seven of them two more packs each. I told them that if they ever got to America to come and visit me. Then we said formal goodbys and they left.

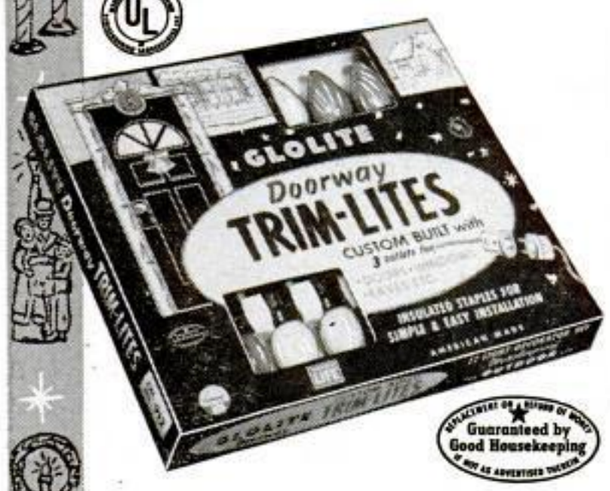


SWAPPING TALES, John chats with one of his friends at school, Alexei Simonov (*left*), 16-year-old son of Konstantin Simonov, a famous Red writer.

It's a big, bright, beautiful Yuletide in your home



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Reflect the true Christmas spirit from door and windows with these

GLOLITE OUTDOOR TRIM-LITES $5.95

Decorate doors, windows and eaves so easily and have fun doing it with these custom designed OUTDOOR Doorway Trim-Lites . . . COMPLETE . . . nothing to add . . . with enough colorful lamps to light up and frame even the largest doorway. Best of all, lights fall into place almost automatically!



7 LITE OUTDOOR TWINKL-GLO LITES

Ideal for indoor and outdoor use and just in time for Christmas . . . wonderfully exciting as each assorted color, weatherproof lamp flashes on-and-off independently . . . they twinkle like stars! A real conversation piece indoors or out. **$4.95**



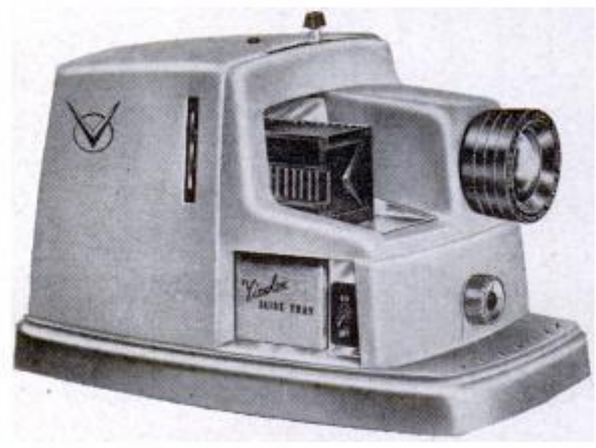
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Bring the glamour and gladness of stars twinkling in the heavens right into your own home with this fascinating all white, flame-proofed visca tree whose busy blue bulbs flash-on-and-off automatically and individually! Tree is 16" high. **$9.95**

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Publisher's Preview

OVER the years LIFE has developed a knack of translating a formidable-sounding subject into something readable and excitingly illustrated. A year ago LIFE was winning praise from scholars and school kids, parents and teachers, for its presentation of "The World We Live In"—a scientific series that traced the evolution of the physical world, inhabited by Man. Now, in "The Epic of Man," LIFE is re-creating the development of Man himself, picturing prehistoric events in wonderfully imaginative paintings and in bright, informative text. And in the first chapter (Nov. 7 issue) actual photography added a graphic sense of reality to the story of Old Stone Age Man by documenting the everyday lives of the Aborigines of Australia. Here you saw descendants of Stone Age forebears living today as their ancestors did more than 10,000 years ago.

Next week LIFE continues "The Epic of Man" and will portray, in specially commissioned paintings, the ceremonial life of Palaeolithic Man. Here in "The Dawn of Religion," a 17-page essay, you will witness the rituals that accompanied Man's first manifestations of a spiritual life. In the primitive beauty of cave paintings, in the wild cavern dances of huntsmen, in skillfully carved fertility symbols, in elaborate funeral rites of the Old Stone Age—and again in photographs of living Aborigines—you will find reflected two of Man's greatest attributes: religious fervor and esthetic taste.

ANDREW HEISKELL, Publisher

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LEARNING THE WORST, JOHN HUSKISSON AND HIS WIFE, WHO BROUGHT SON FROM KANSAS CITY FOR TREATMENT, LISTEN NUMBLY AS SPECIALISTS TELL

COMFORT AS SORROW

In City of Hope hospital parents, facing the inevitable, gain courage by helping care for their

Photographed for LIFE by ALLAN GRANT

How do you, the doctor, break the news? How do you tell a mother and father that death soon will claim their child?

How do you, the parents, accept the inevitable? How do you live out the last weeks so that your child's brief life somehow will have meaning?

Against the setting of a cheerily decorated children's wing in the City of Hope Medical Center, near Los Angeles, these questions are ever present among a group of doctors and parents who must witness the inexorable approach of death. The patients in the ward are children who are doomed by leukemia, the mysterious cancerous malady of the blood for which there is no known cure. Leukemia attacks persons of all ages, but it is seen in its acute form most often in children under 15. Once the disease sets in, the average life of the chronic leukemic is three to four years, while acute leukemia claims at least half of its victims within one year of onset. Each year some 1,800 children die of it.

Doctors at City of Hope, where the costly services are given without charge, are of course trying to find a cure for leukemia, but they can do nothing more now than tend the dying patients and find answers to the harrowing questions of the parents. In a procedure unique in U.S. hospitals, the City of Hope urges parents

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THEM THAT THE CHILD WILL DIE OF LEUKEMIA

COMES

children doomed by leukemia

to accept formal hospital training and spend as much time as possible in the leukemia ward working with the children. For the children this is helpful, since they respond better to treatment in the loving presence of their parents. For the parents, with whom the hospital is also concerned, sharing their children's last days and helping however they can eases the sorrow and, more important, gives them strength to take up life hopefully following their loss.

HER LIFE EBBING, TONI HART, 2, RECEIVES BLOOD →





IN THE WARD, Mrs. Huskisson (*preceding page*) attends boy who is receiving low-oxygen treatment.



ATTENDING A LECTURE IN PLAYROOM OF THE WARD, A FATHER AND FIVE MOTHERS ARE INSTRUCTED

PURPOSEFUL ENDEAVORS TO

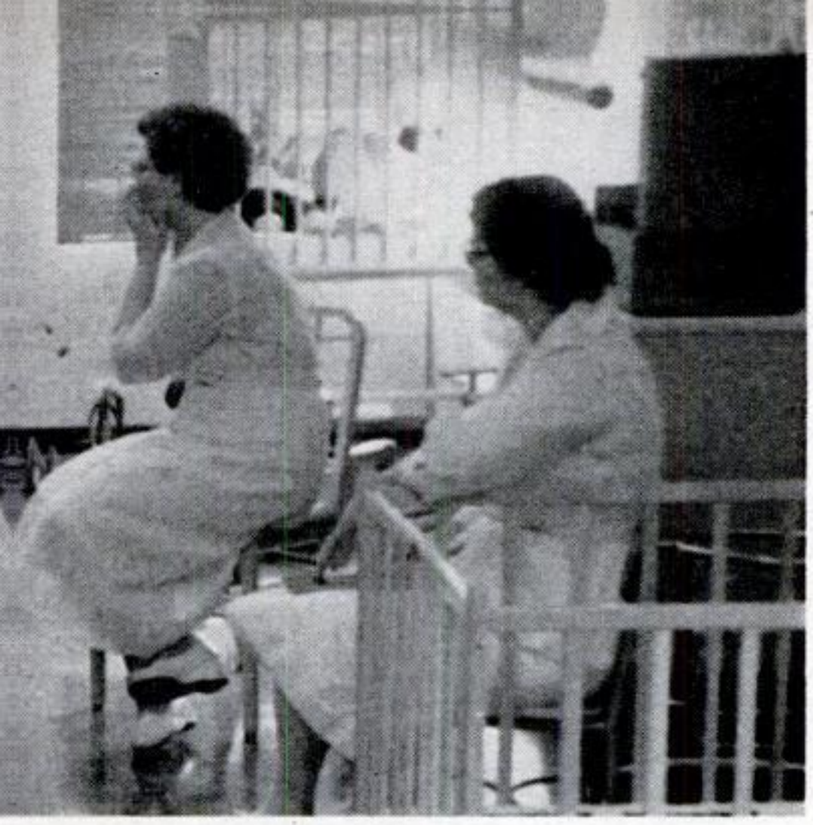
Once the diagnosis has been confirmed and the child accepted as a patient of City of Hope's leukemia ward, the parents are given special training, approaching that required of nurses' aides. This helps prepare them for the emotional and physical burden of seeing the child through the last days. Since the patients not infrequently experience temporary periods of improvement and are allowed to return home, the training also enables the parents to watch over them competently.

When the day comes when the child enters the ward for his final stay, the parents are encouraged to be present each day and keep busy. In the ward, which has 32 patient beds, every effort is made to treat the patients like

IN THE NURSERY SCHOOL, A VOLUNTEER TEACHER EXPLAINS SIMPLE RHYTHMS TO A PATIENT. CHILDREN WHO ARE ABLE MUST STUDY LIKE NORMAL CHILDREN



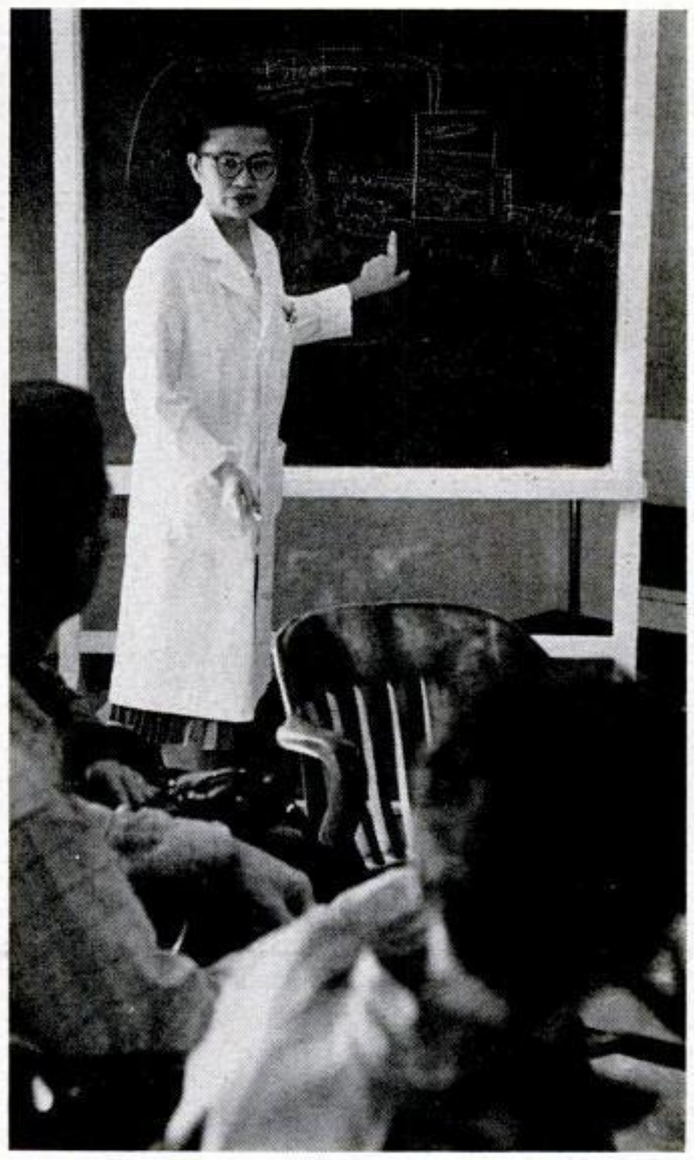
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BY DIETICIANS (RIGHT) ON FEEDING CHILDREN

BRING CHEER

normal children. Parents stand by to do what they can to help not only their own children but other patients as well. Their tasks are menial. "But being able to do anything to help," explains one staff specialist, "is a real solace to a mother or father, far better than leaving the child at the hospital and seeing him only once in a while, weaker and nearer death each time."



IN A CLASS, Dr. Pilar Centeno, staff pediatrician, explains hematology and blood ailments to parents.



ON DUTY, Mrs. Nonette Blackledge sorts linen as two patients, one her son (*left*), toddle underfoot.

ENTERTAINED AT THE TABLE BY HER MOTHER, WHO IS HOLDING A PICTURE BOOK, A HAPPY TONI HART (SEE P. 155) IS COAXED INTO EATING A HEARTY LUNCH



CONTINUED

AT A SEMINAR HELD AFTER LUNCH IN THE CITY OF HOPE CAFETERIA, THE MEMBERS OF THE LEUKEMIA STAFF, ASSEMBLED TO DISCUSS WORK IN PROGRESS



EXPERIMENTING WITH EQUIPMENT, staff physicians test a fractionator, which separates the blood into its component parts during transfusions.

HELP FROM EVERYONE IN RESEARCH

For the doctors at the City of Hope ward, research into leukemia is as important a part of the work as treatment of the disease, and they have been encouraged by signs of progress toward solution of its mysteries. Leukemia generally is thought of as an overabundance of corpuscles of the blood, principally the wildly multiplying white cells. In addition to being malignant, these white blood cells in a leukemic do not perform their jobs, foremost of which is battling infection. Dr. Howard Bierman, chief cancer specialist at City of Hope Medical Center, thinks that leukemia may not be a cancerous disease at all but an imbalance of the blood caused by the inability of the patient to dispose of white corpuscles after their normal life.

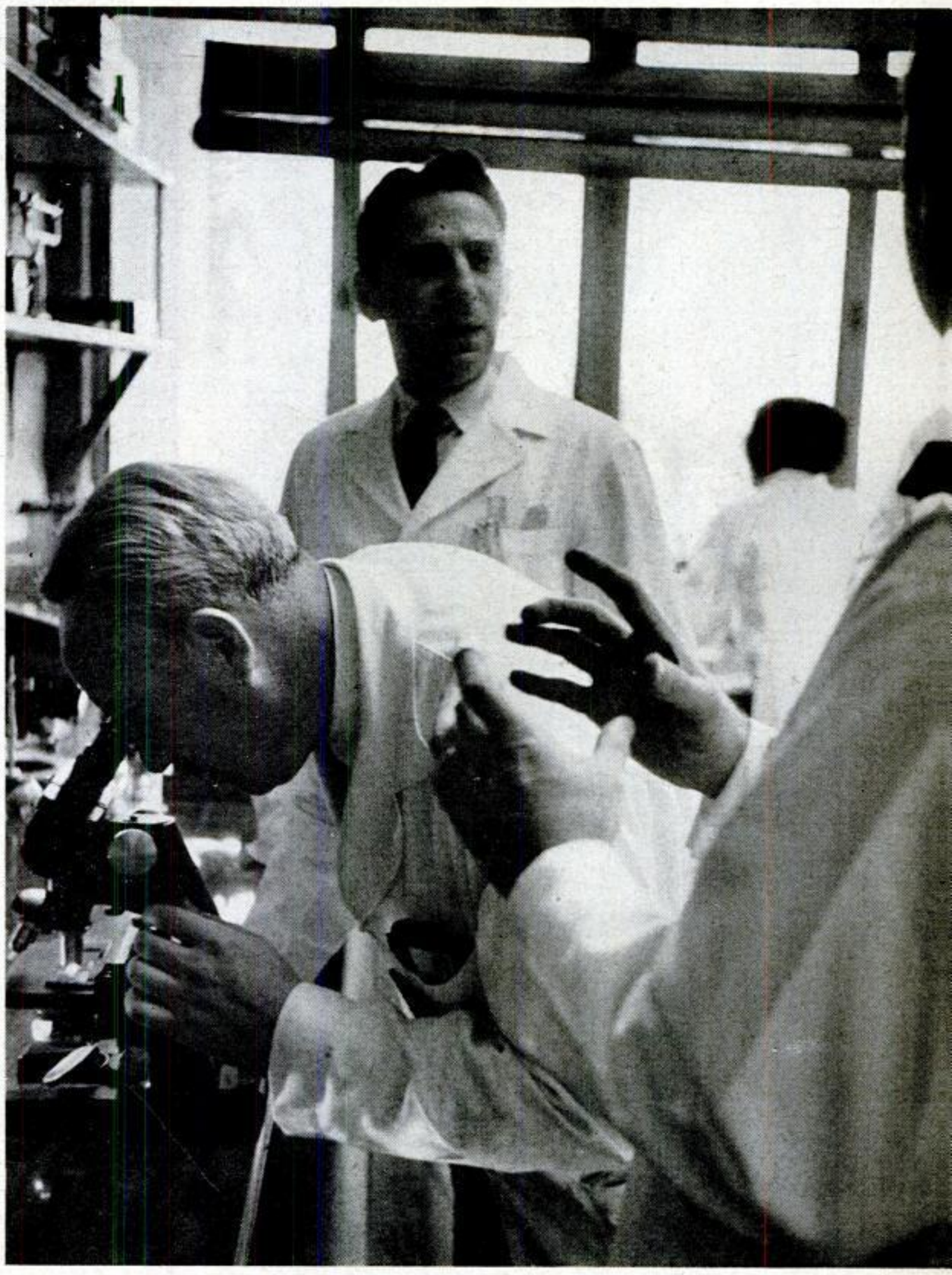
Research has been intensified in the U.S. since the 1947 discovery of substances called folic acid antagonists, which help prolong the life of leukemics. Since then other drugs that show encouraging results have been found, and some of these have cured leukemia in poultry and mice. In the Children's Medical Center in Boston a child suffering from acute leukemia has been kept alive for over six years by drugs and transfusions.

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AND IDEAS, LISTEN TO DR. KEITH KELLY (RIGHT), A CANCER SPECIALIST



RESEARCHING WITH A DOG, doctors run the anesthetized animal's blood through fractionator as part of study of how white cell production is stimulated.



A TENSE MOMENT comes during tests of blood from child in picture below when doctors examining her for leukemia compare microscopic observations.



A HAPPY MOMENT comes when Dr. Bierman, who took part in microscopic examinations, tells the mother that child has form of anemia but is not leukemic.

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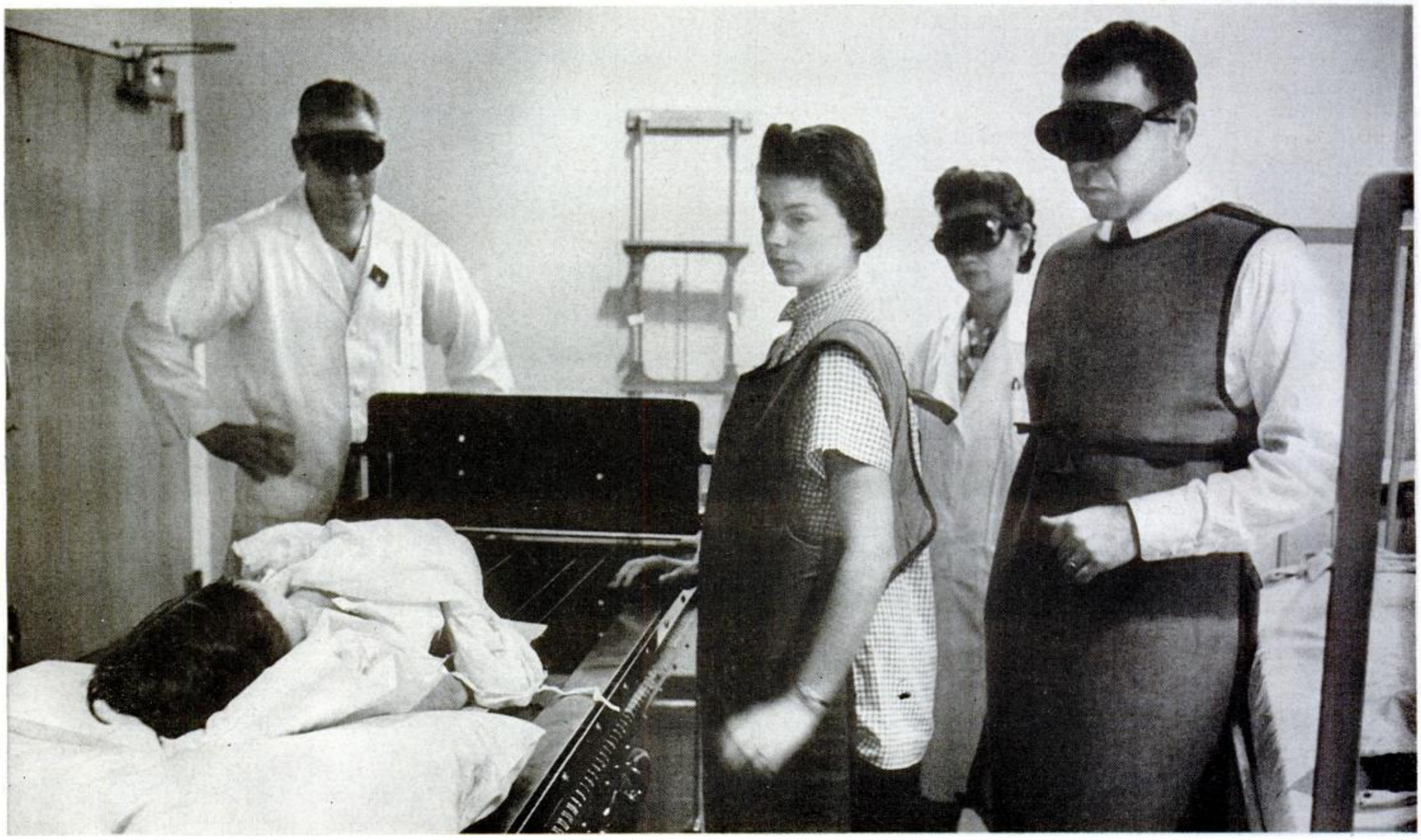
END OF VIGIL, ANOTHER LIFE

In the moments of quiet reflection that interspersed hours of hard work in the ward, Betty Burlando (*left*), like many another mother who saw a dying child through to the end, arrived at a gentle acceptance of the inevitable. Pregnant with another child, Mrs. Burlando knew that everything possible was being done for her 2-year-old son Ricky. And as Ricky slowly lost vitality toward the end, which came six months and a day after his first fever, Mrs. Burlando and her husband, an oil refinery worker, discovered a curious thing about themselves. Gone was the racking self-pity they had known at the start of the ordeal. Their sympathy was for the new parents just coming into the ward, facing problems they had conquered.

Time has passed. The Burlandos and the Huskissons and the other parents have gone their ways. Back home in El Segundo, 40 miles from City of Hope, Mrs. Burlando is busy with her second-born, Danny (*opposite page*), and, aware of how beneficial City of Hope is, with helping to raise money for the ward. Danny Burlando came two weeks after Ricky died, and because of the strength and peace the vigil at City of Hope had given his parents, he was born into a home saddened but free of morbid fear, able to welcome with happiness the new life.

A RESIGNED MOTHER, Mrs. Betty Burlando is lost in a reverie as she hums a lullaby to her dying son Ricky during one of the last transfusions he was given. She was then eight months pregnant.

WEARING A LEAD APRON TO SHIELD HER UNBORN CHILD FROM EFFECTS OF RADIATION, MRS. BURLANDO HELPS DOCTORS GIVE X-RAY TREATMENT TO RICKY



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A HAPPY MOTHER, Mrs. Burlando proudly shows her second son, Danny, to fellow members of the auxiliary she helped organize in her community as one of many such chapters which help City of Hope meet its annual budget of $3.5 million. Danny, now 9 months old, is a healthy baby and looks like Ricky.

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Imperial Parchment stationery has 60 flat sheets and 36 envelopes. $1.50 value, **98¢**



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Walt Disney Dolls are made of vinyl, stands 10½" tall. Mickey or Minnie Mouse, or Donald Duck. Each.....**$1.98**
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Christmas Tree Stands.
Economy. Metal stand, only **79¢**
Coloramic Stand has 5-color design. Huge water capacity, **$3.98**

TREE LIGHT SETS

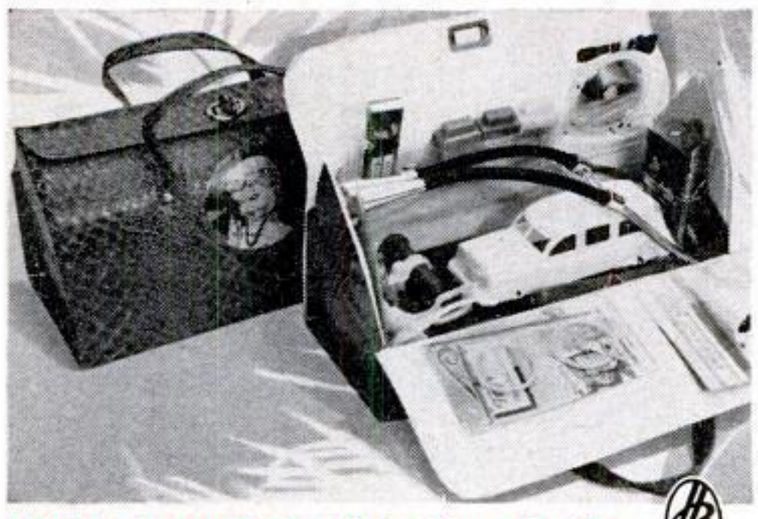
Underwriters' Laboratories Approved.
Economy 8-light set; a buy at **$1.35**
Better 7-light set. Others stay lit if one bulb burns out. 11½ ft. **$2.39**
Best 15-light set. Others stay lit if one bulb burns out. Only.....**$5.39**
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Foil Icicles are extra-long. ½ oz. ....**10¢**
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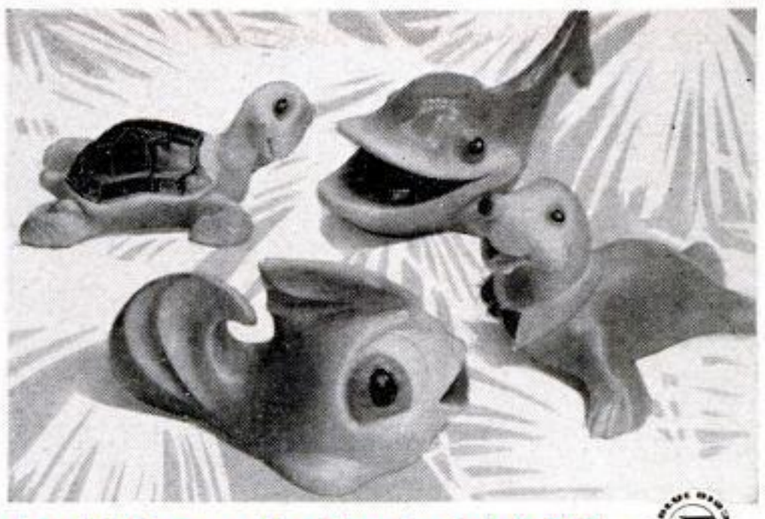
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Deluxe Junior Doctor Kit for Young Medics. Everything he'll need to "treat" imaginary ills—more than thirty items in all, packed in a realistic-looking black bag of simulated alligator vinyl. Only **$2.98**

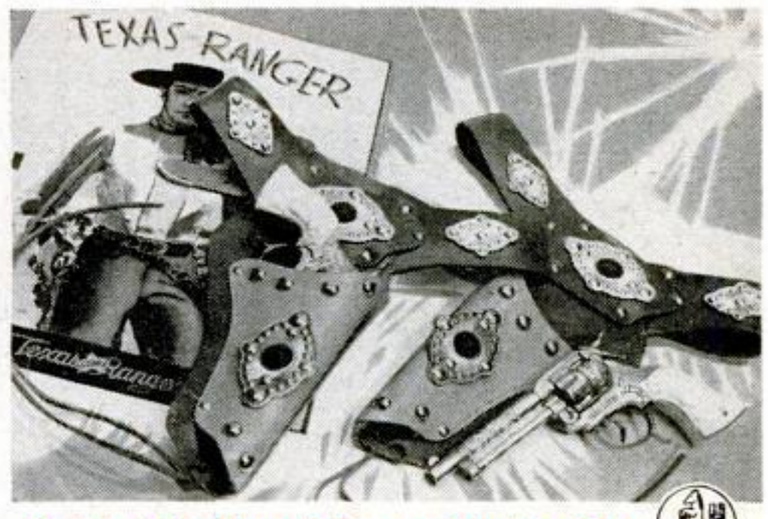
Jr. Doctor Kit. Over 20 items. In luggage-style box **$1.98**

Dolly's Nurse Kit. Over 30 items for girls..... **$2.98**



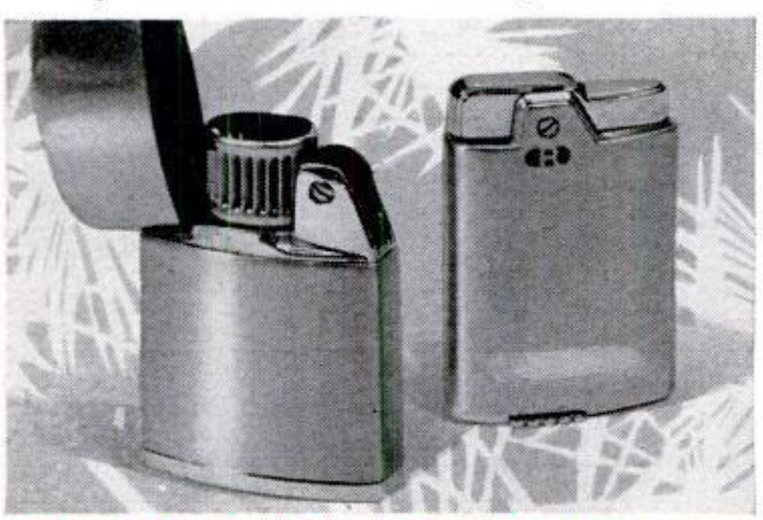
Lovable Squeeze-Float Toys for Baby's Bath. They float, "talk" and blow bubbles. Baby will love them all—Gilly the Fish, Sammy the Whale, Tillie the Turtle and Wilbur the Walrus—because each one's cuter than the last. Safe, non-toxic finishes. Each, **98¢**

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Double "Hipslinger" Gun and Holster Set. These look really authentic—crossover style, made to be tied down in true "old West" fashion. They're two-tone tan, genuine leather with thong leg ties. The nickel plated pistols can be "fanned" for fast firing..... **$3.98**

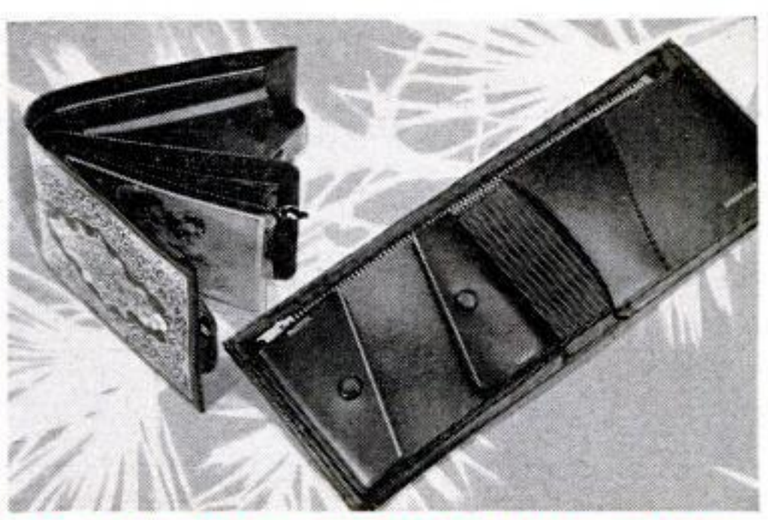
Other Gun and Holster Sets priced from just.. **$1.00**



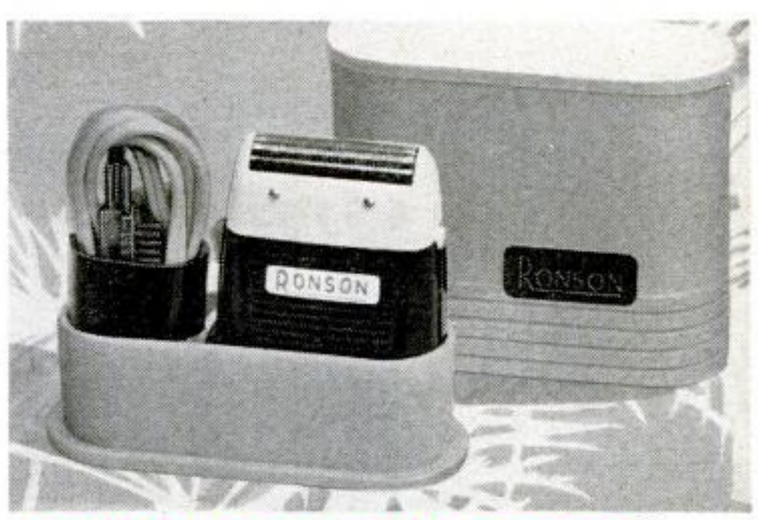
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Fine York of Boston Wallets for Ladies and Men. Choose from a large variety of leathers and colors—all styled exclusively for Rexall by the House of Nash. All are genuine leather, with nylon stitching and smoothly turned edges to assure years of wear. Perfect for everyone on your gift list. $5.00 values, each..... **$2.77**



For "The" Man on Your List—a Ronson Shaver. RONSON Gives quicker, smoother, closer shaves, because its *flexible* curved steel head is 2½ times thinner than a razor blade. It's self-sharpening, lubricated for life, and really quiet-running. With plastic case, **$19.95**

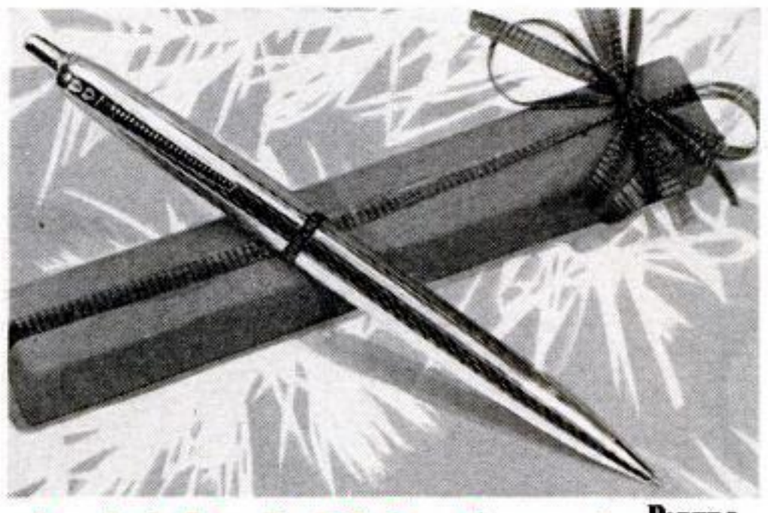
With Deluxe Case, zippered, genuine leather.. **$22.50**



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Executive, Men's: wafer-thin, has expansion band. **$9.95**

Parisienne, Fashion colors; matching suede band. **$9.95**



America's Favorite Gift Pen—Papermate Capri. PAPERMATE Handsomely jewelry-styled, with an ever-lustrous sparkling metal finish that will never chip or tarnish. Ink can't leak and dries instantly; point-retracting mechanism can't wear out. Writes as you write—fine, medium or broad. In an attractive gift box. **$2.95**

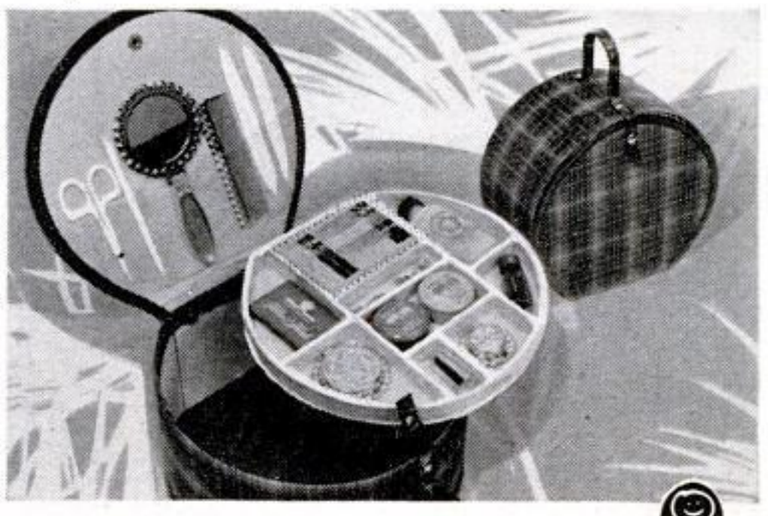


Trim Your Tree with Frosty Push-Button Snow. Big Aerosol can contains 10½ oz. of giant, life-like flakes that cling to trees and wreaths. Completely safe and non-flammable. With kit of 20 stencils that let you put holiday designs on gift packages, etc. ..... **98¢**

Budget Size 5-oz. Aerosol, without stencils. Only.. **69¢**



Betsy Wetsy—She Even Sheds Real Tears! IDEAL She drinks and wets, coos, and goes to sleep, too. Her skin is soft and life-like, so she can be bathed and powdered. Betsy Wetsy comes with a complete layette, including a dress, bonnet, shirt, slip, diaper, bottle and nipple, clothespins, soap, cotton puffs..... **$7.98**



"American Beauty" Beauty Bag for Junior Models. She will love to carry this "luggage-type" model's hat box—and primp for hours with the "beauty aids" inside. There's a 4-pc. plastic manicuring set, comb, hand-mirror, gold-tone powder, rouge and lipstick containers, and more—in a removable tray. **$2.98**



Cute, Cuddly Plush Toys That All Kiddies Love. Both are 18 inches long, soft, furry, well made and durable. Their cute faces are hand-painted, washable vinyl.

Buster The Bear is ever-popular. $4.95 value.... **$3.79**

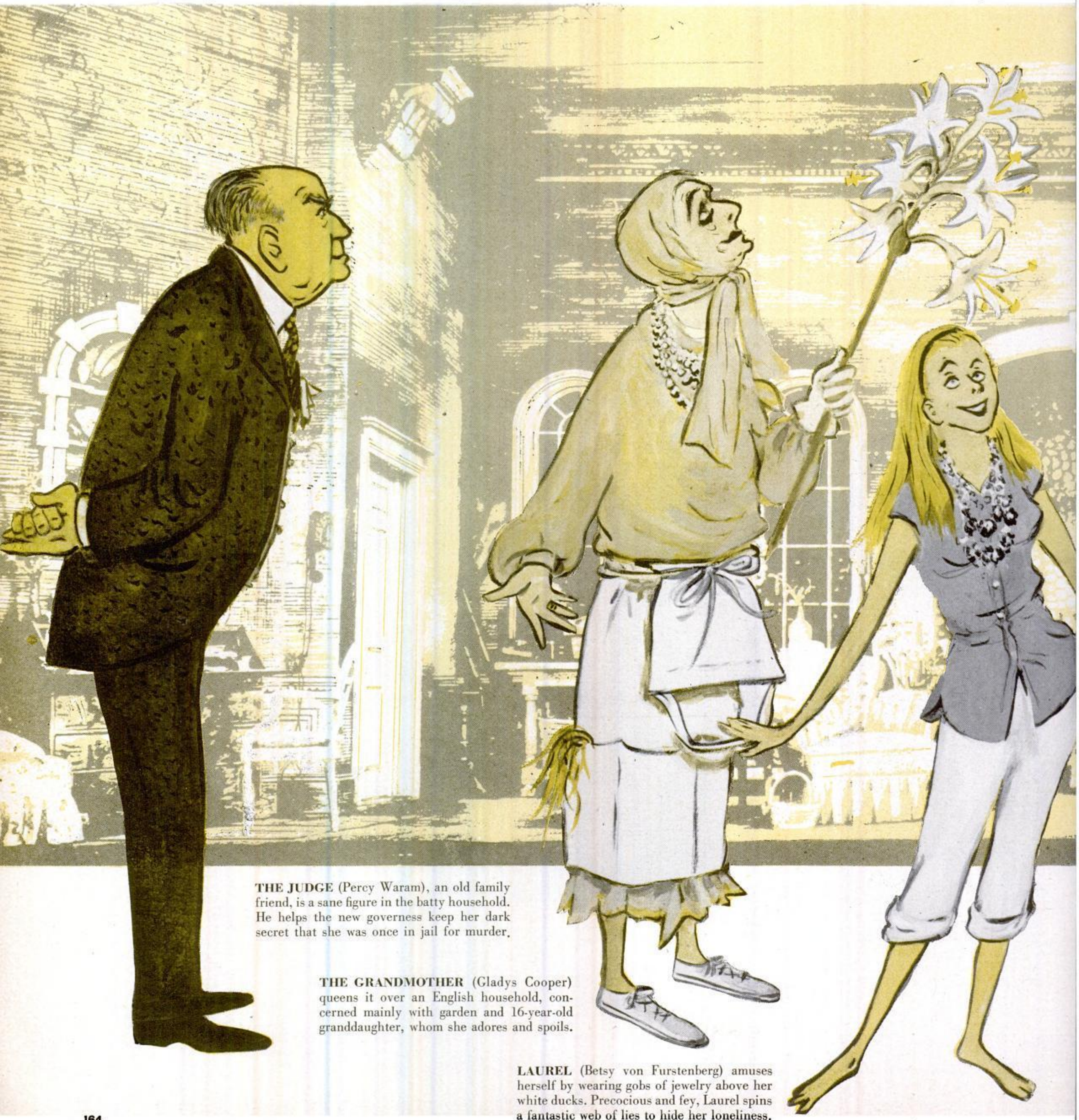
Stinky The Skunk has a sly, friendly grin and a big, floppy tail. Wears a ribbon and flowers in her hair. **$3.98**

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A NEST OF STRANGE CUCKOOS



THE JUDGE (Percy Waram), an old family friend, is a sane figure in the batty household. He helps the new governess keep her dark secret that she was once in jail for murder.

THE GRANDMOTHER (Gladys Cooper) queens it over an English household, concerned mainly with garden and 16-year-old granddaughter, whom she adores and spoils.

LAUREL (Betsy von Furstenberg) amuses herself by wearing gobs of jewelry above her white ducks. Precocious and fey, Laurel spins a fantastic web of lies to hide her loneliness.

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Broadway's new success, *The Chalk Garden*, offers an entrancing gallery of unabashed eccentrics. They are lined up below in a drawing by Burmah Burris against a photographic impression of Cecil Beaton's stage setting, which represents the English manor house where this flock of interesting cuckoos make their nest.

The play, written by Novelist Enid Bagnold, author of *National Velvet*, opens with the little episode at left. Miss Madrigal is nervously waiting with her purse on her knees to apply for the job of governess to a high-strung and flighty girl named Laurel. Miss Madrigal mysteriously refuses to produce any references but finally gets the job because she displays an astonishing knowledge of horticulture and promises to make flowers grow even in the sterile and chalky soil of the family garden.

Once she is hired, Miss Madrigal proceeds to battle for the soul of Laurel, who lives with her helter-skelter grandmother, tells fantastic lies, has no close friend except a kind-hearted but jittery butler with a jail record. Miss Madrigal herself turns out to have a jail record, since she was also a problem child like Laurel. Made wiser, however, by her misfortunes, Miss Madrigal is able to help Laurel transplant herself to better ground, directing her to the protection of her mother, who can give her a normal upbringing.

Witty and well-acted, *The Chalk Garden* actually is an allegory of overcivilized society that finds salvation through misfortune and compassion. But it also stands up as pure entertainment. Watching it is like thumbing through a family album of bizarre and fascinating portraits.



THE GOVERNESS (Siobhan McKenna), hiding the shame of her years in jail, sees some of her own faults mirrored in Laurel and is able to exert a stabilizing influence on her.

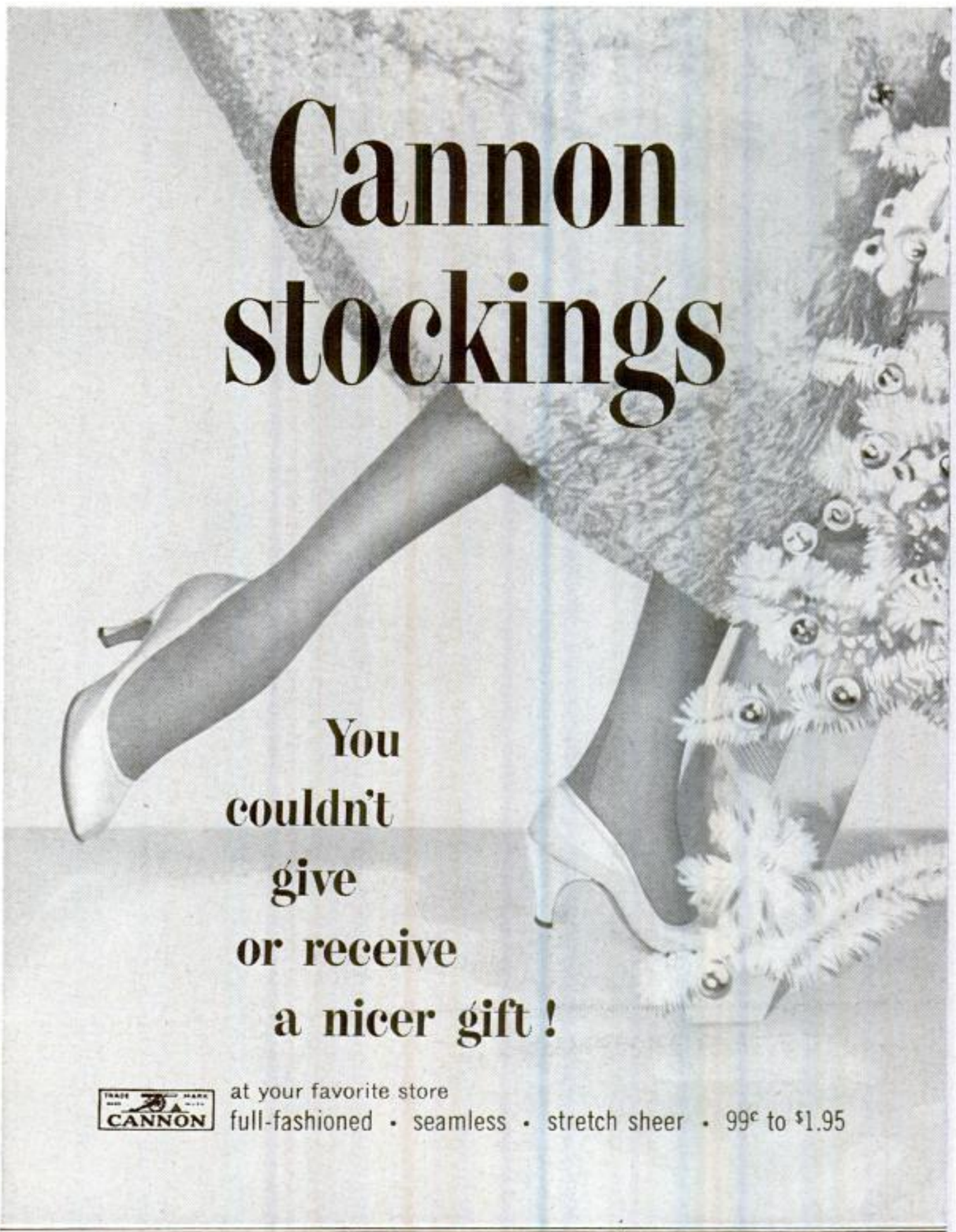
THE MOTHER (Marian Seldes), who has spent years apart from her daughter with a second husband, awakens to her responsibilities and returns to take the child away.

THE BUTLER (Fritz Weaver), who once was in jail for being a conscientious objector, faithfully serves the bizarre household, is Laurel's closest confidant and companion.

Burris

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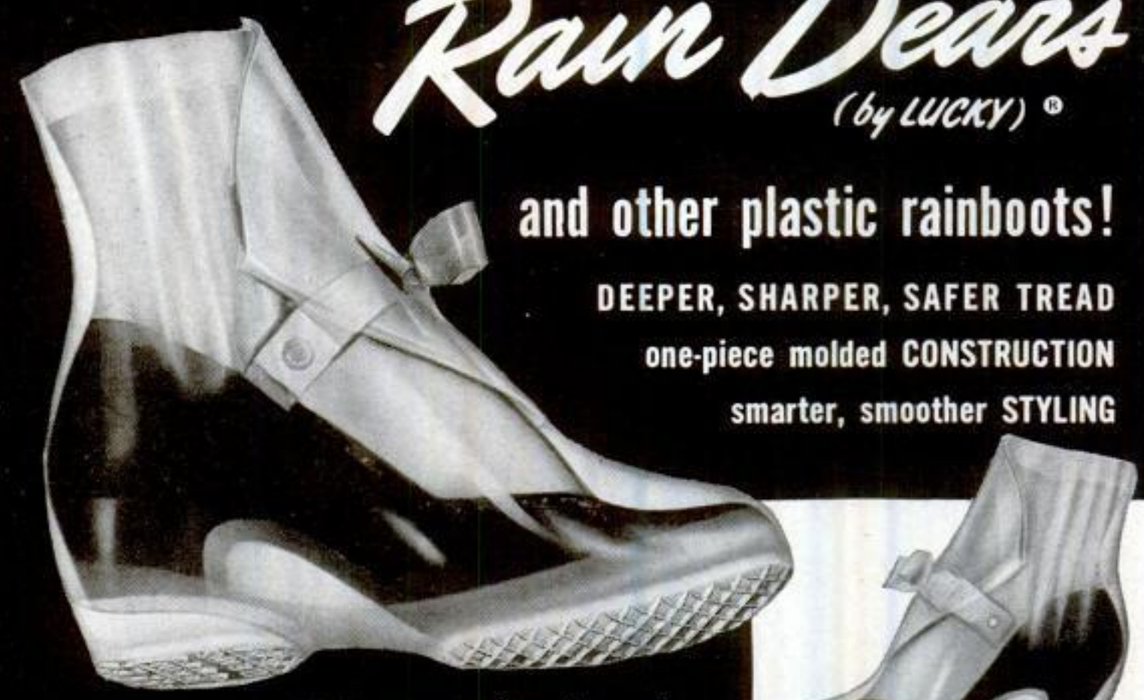
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DOTING GRANDMOTHER, surrounded by her flowers, speaks of undisciplined little Laurel lying happily at her feet, "The child's a flower. She grows in liberty." To this the would-be governess snorts, "Weeds grow as easily."



IRATE GOVERNESS, shocked to find how poorly the garden is cared for in its chalky soil, complains bitterly about it to the grandmother. But the challenge of both the garden and the girl prompts her to take over the job.



ASTUTE LAUREL, after governess moves in, borrows her paintbox and discovers, as the butler watches, her real initials in lid. This leads to the truth that the governess is an ex-convict and to a satisfying end for the play.

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No fuss with soaps or creams . . . no bothersome blade changing . . . *no chance of cuts.* DUCHESS purrs so gently over sensitive underarm skin that *deodorant may be applied immediately!*

Better whisper to your personal Santa Claus about the new Remington shaver for ladies. (He knows its masculine counterpart . . . the Remington 60 De Luxe. Probably wants one himself!)

In fact, why don't you two smart moderns give each other new Remington shavers this Christmas?

So gentle, so safe. What a bright new gift idea!



The Remington

Duchess

Electric Shaver

- Duchess Blue or Peppermint Pink, with slender matching cords, in a smart "jewel" case. A product of **Remington Rand**
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The TV picture is framed with soft, restful HaloLight® surround light—30% *more* HaloLight than ever before! Pictures look *bigger* and are much easier on your eyes! See all the new "Cabinet of Light" and HaloLight sets now at your Sylvania dealers. Shown above, the 21-inch *Belvedere* "Cabinet of Light" console, in your choice of finishes resembling the finest grained mahogany or blonde.

Keep your eye on

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your eye on SYLVANIA





See and hear Sylvania High Fidelity with the gifted tone of "Surround Sound"

The new Sylvania High Fidelity console (shown) and table model feature: *three* powerful speakers, exclusive Collaro 3-speed record changer, imported Ronette crystal cartridge and permanent sapphire needles. Exclusive "Surround Sound" directs the full, clear tone all around you! Mahogany veneer or blonde Korina.



See Sylvania's 3-in-1 gift . . . new radio-clock with Panelescent dial—a comforting night light

The NightLighter is three gifts in one! Powerful radio, accurate clock, convenient night light with exclusive Panelescent® dial that glows like moonlight all night long. See 1956 Sylvania radios—choose from many styles in the latest decorator colors!

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Here's a whiskey with a smooth, mellow taste from first sip to last.
That superb old-fashioned flavor simply can't be matched in any other whiskey.

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MOVIES

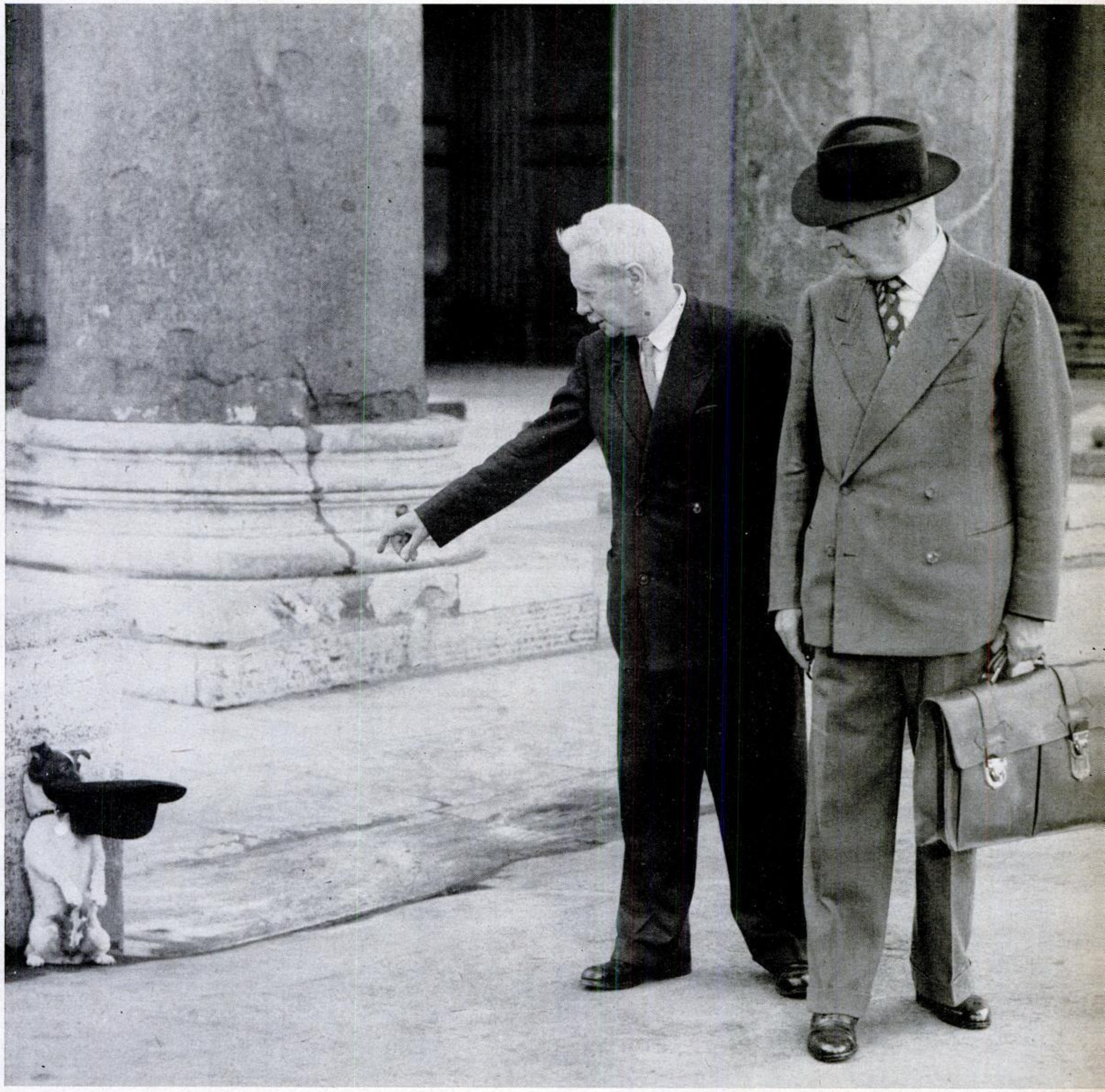
Pauper and His Pride

'UMBERTO D.,' ITALIAN FLOP, IS PRAISED HERE

Ever since *Shoeshine* the movies of Italian Director Vittorio De Sica have been hailed for their penetrating realism and pathos. But those very qualities have almost been the undoing of *Umberto D.*, which De Sica made some four years ago. Revolving about the plight of an old man who is without money and friends save for a mongrel dog, it is so heartrending that Italians, sated with their own suffering, have resolutely shunned it. Now released in the U.S., it has been given a second chance by critics who applaud it as "brilliant and faultless."



TRYING TO BEG, old Umberto is overcome with shame, turns hand over as if he were testing for rain.



TRAINED TO BEG, Umberto's dog sits up outside Rome's Pantheon holding his master's hat in his mouth, while Umberto hides behind a column. But when an acquaintance passes by (*above*), the embarrassed Umberto rushes out and explains with feigned delight that his little pet has learned to do a new trick.

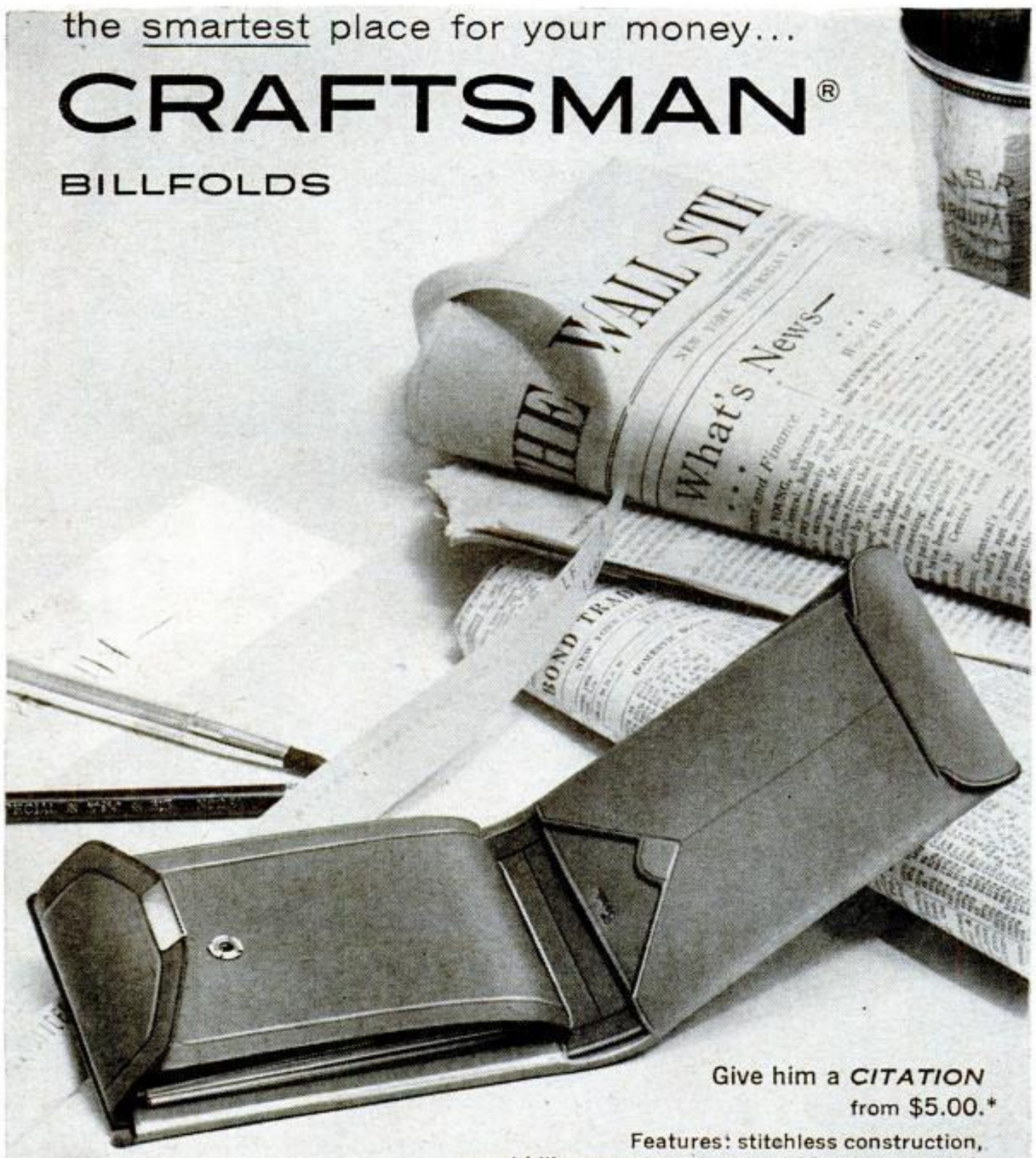
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the 4-WAY COOKING AID

DOES 4 THINGS FOR FOODS



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DE SICA'S PURE REALISM

The trademark of any De Sica film is pure, unpretentious realism. In *Umberto D.*, which he named after his own father and dedicated to him, De Sica used only amateur actors. For his street scenes he got police permission to photograph busy sections of Rome, agreeing to work in the morning before the traffic got heavy. Looking for someone to play Umberto, De Sica's assistants spotted an elderly man walking the streets. He turned out to be 70-year-old Professor Carlo Battisti, who headed the department of languages at Florence University. He was persuaded to meet De Sica, who persuaded him to try out for the part. In his first acting job Professor Battisti became a star.



HOW TO BE CRUEL to a lost dog in a pound is demonstrated by Vittorio De Sica to his actors. He yanks dog up by a leash tied tightly around its neck.



HOW TO BE GENTLE is shown by De Sica as he crosses hands over his chest for Actor Battisti, who plays homeless old man wandering through city.

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Christmas is Coming

it's more fun with the



ROY ROGERS RB BRAND



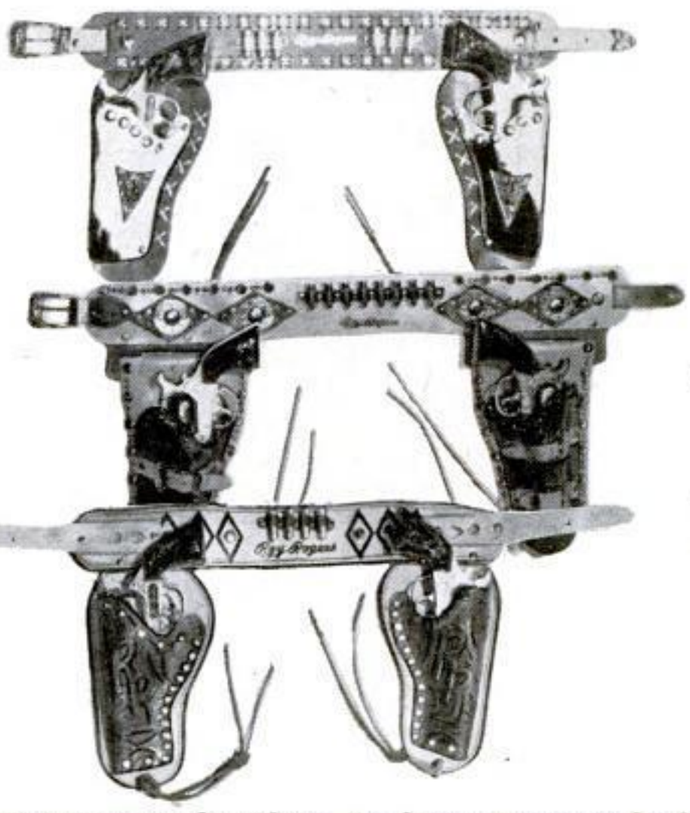


Here are gifts to delight every child on your Christmas list.

Give the youngsters you love any of these Roy Rogers items, knowing that *the gift you give is the gift that's wanted.* You'll find Roy Rogers merchandise on sale at better stores everywhere.



SLIPPERS *by S. Goldberg.* Heavy felt or kemisuede uppers, padded platform soles. Real Western fringe. Colorful picture of Roy or Dale on each. Boot or moccasin style, choice of colors and sizes, **$1.99.**



HOLSTER SETS *by Classy Products.* Top-grain leather, nickel-plated studs and Western buckles. Saddle tan model with fancy lacing, hair-calf gun pockets, Roy Rogers triangular conchas, **$5.98.** Saddle tan and natural leather two-tone set lavishly studded and jeweled, **$7.98.** Two-tone style, embossed gun pockets, **$3.98.** Others, **$1.98-$10.95.**



WESTERN BOOTS in Roy & Dale styles *by Acrobat Shoe Co.* Highest quality leather and construction. Many models, all with overlays, inlays or embossing in color, fancy stitching. High and low heel models, **$7.95-$9.95.** Roy or Dale infant cowboy boots, **$4.95.**



HARD-SOLE MOCCASINS *by Acrobat, Storybook, Family Shoe, Divs. of General Shoe Corp.* Roy or Dale models, choice of colors, **$3.49.**



LUNCH KIT *by American Thermos* has big 10-oz. Thermos brand bottle with "Polly Red Top" stopper, plastic pouring lip, generous cup. Patented Safety-Guard tip helps prevent bottle breakage. Full-color Roy & Dale scenes on box and bottle. **$2.89.**

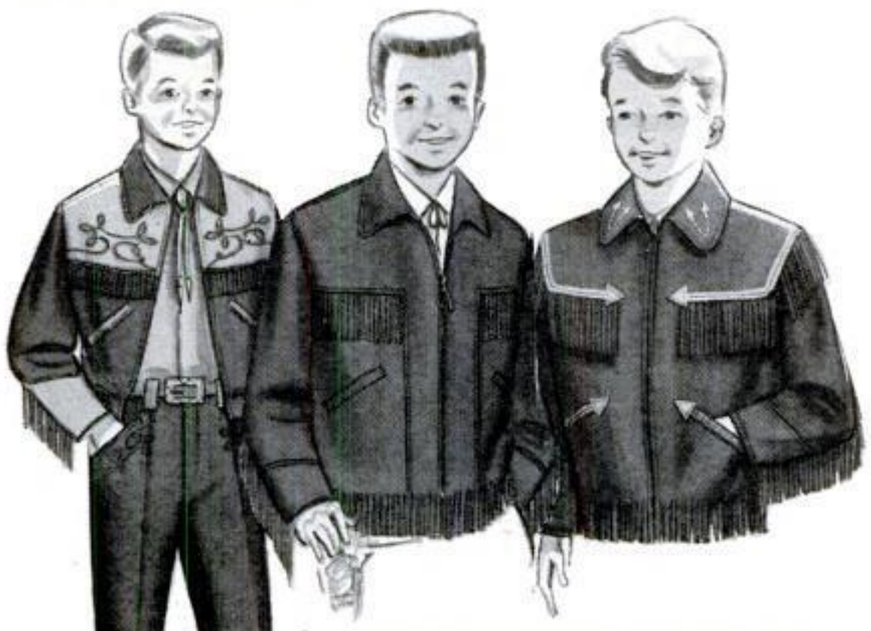




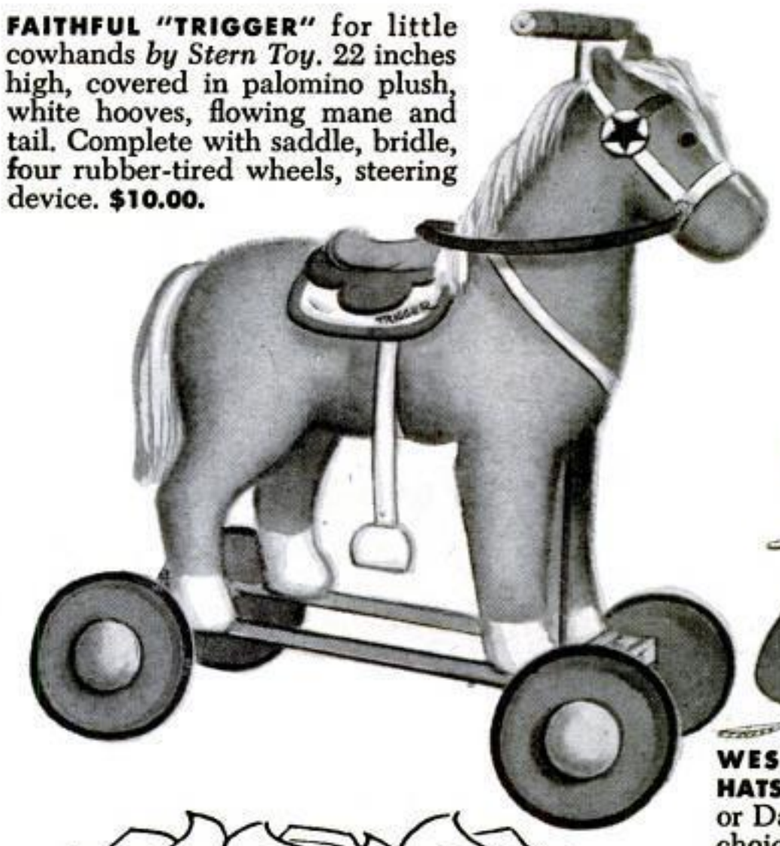




WESTERN ROBES, SUSPENDERS, BELTS & WALLETS *by D. H. Neumann.* Western belts, many styles, widths, sizes 22-32, **$1.00-$1.95.** Zip-around plastic Roy Rogers wallet, **$1.00.** All-elastic suspenders, **79¢.** Fine quality Roy Rogers Sanforized flannel robe, all-over Western pattern, sizes 3-6X, **$3.98;** 6-12, **$4.98.**



FRONTIER JACKETS AND SLACKS *by Chips 'N Twigs.* Washable cotton cavalry twill jacket, rayon lined, suede fringe, 2-12, **$8.95-$9.95.** Matching twill slacks, **$4.95-$5.95.** Leather jackets, water-repellent, spot resistant, imported suede, **$14.95-$15.95;** with capeskin trim, **$16.95-$17.95.**



FAITHFUL "TRIGGER" for little cowhands *by Stern Toy.* 22 inches high, covered in palomino plush, white hooves, flowing mane and tail. Complete with saddle, bridle, four rubber-tired wheels, steering device. **$10.00.**



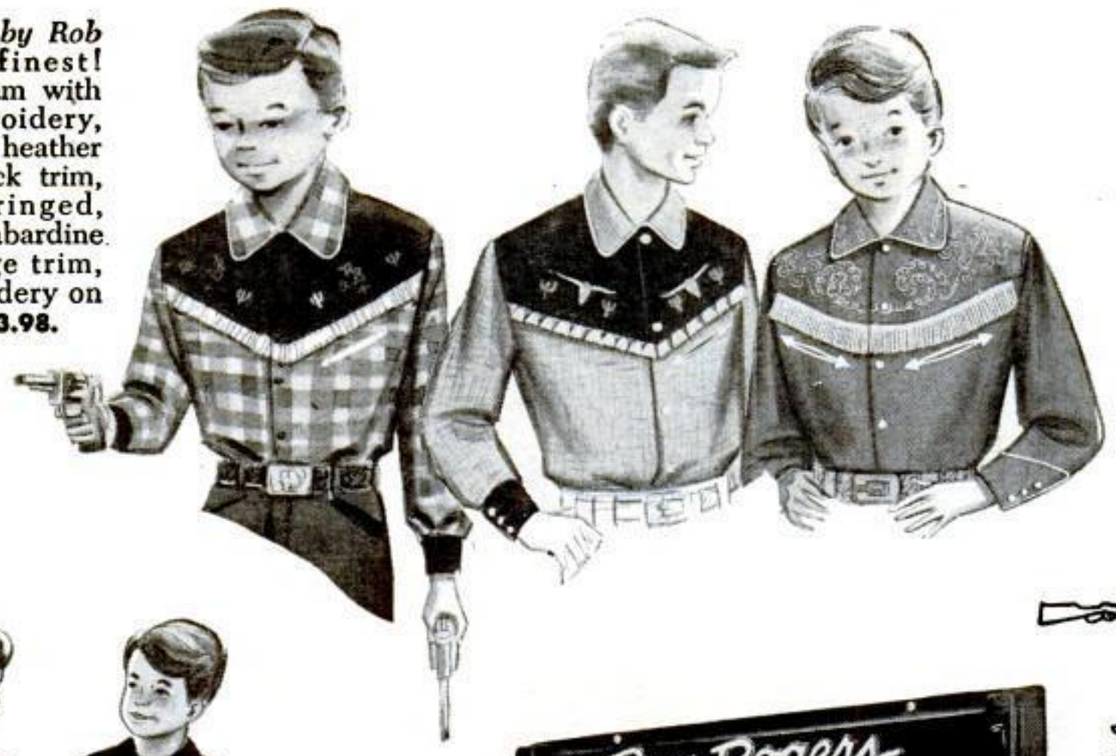


WESTERN OUTFITS & HATS *by Sackman.* Roy or Dale felt hats in color choice with under-chin cord and slide, **$1.98.** Others, **98¢-$2.95.** Roy Rogers Cowboy outfit of embroidered shirt, Western pants, tie, holster and belt, gun and lariat, **$4.95-$5.95.** Dale Evans corduroy skirt and bolero ensemble, **$4.95.**

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for a Merrier Christmas

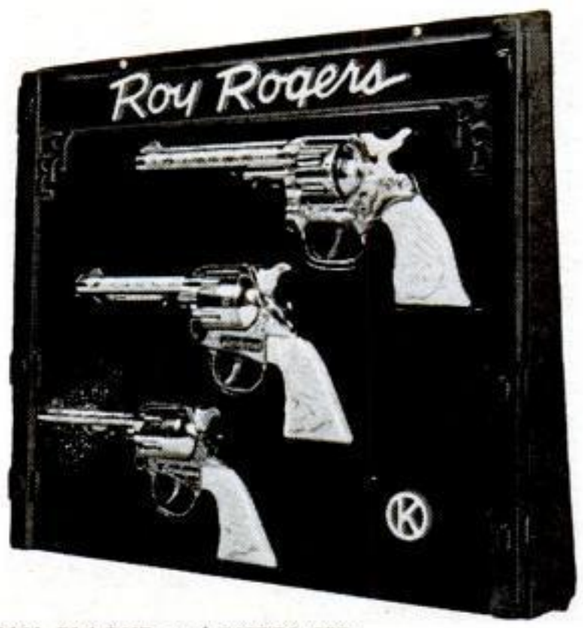
Roy Rogers RB Brand Gift



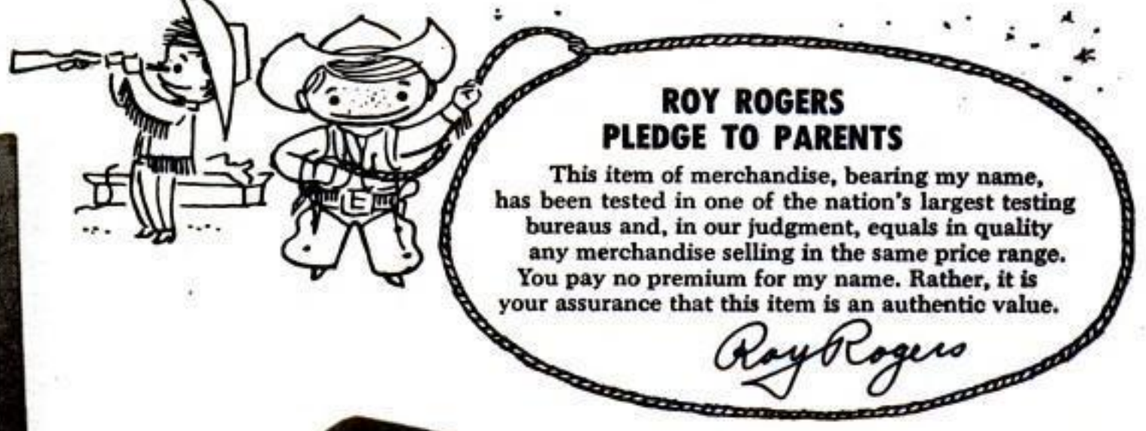
WESTERN SHIRTS *by Rob Roy.* America's finest! Sanforized gingham with solid yoke, embroidery, **$2.98.** Sanforized heather flannel, solid black trim, embroidered, fringed, **$2.98.** All-rayon gabardine with white fringe trim, elaborate embroidery on yoke and collar, **$3.98.**



RANCHJAMAS *by Allison* with concealed elastic waistbands, fly fronts. Sizes 4-12. Combed cotton model with colorful design, Western fringe top, **$2.59.** Brushed 2-ply model with continental collar, **$3.50.**



WALL PLAQUE and PISTOL SET *by Kilgore.* Three different replicas of Roy's guns and wall plaque. Exciting decoration for youngster's bedroom. Two repeater and one six-shooter model pistols. Cap or non-firing styles. **$4.98.** Pistols also available separately, priced at (top), **$1.75;** (center), **$1.00;** (lower), **79¢.**



ROY ROGERS PLEDGE TO PARENTS

This item of merchandise, bearing my name, has been tested in one of the nation's largest testing bureaus and, in our judgment, equals in quality any merchandise selling in the same price range. You pay no premium for my name. Rather, it is your assurance that this item is an authentic value.

Roy Rogers



SIGNAL FLASHLIGHT *by Usalite®* combines powerful two-cell focusing flashlight with signal-siren in end cap. Three-way switch; sturdy metal case lithographed in full color. Both Morse Code and Roy Rogers secret code included. Case and lamp, **98¢.**



BUNKHOUSE BOOTS *by Ripon.* Roy Rogers style (left), in brown, red, royal blue. Sizes 5-8, **$2.50;** 9-12, **$2.95.** Roy's thunderbird design (right), in red, green, royal blue with Catspaw Softee sole, glove-leather sides, sizes 5-10, **$2.95.**



DENIM JACKETS & JEANS *by Blue Ridge.* "Frontier 45" jeans of 13¾-oz. Sanforized blue denim, 4-12, **$2.79;** 14-16, **$3.39.** Matching jacket, 4-12, **$2.79.** Winter denim jeans lined with plaid flannel, choice of blue, brown, charcoal, 4-12, **$2.98.** Matching flannel shirt *by Rob Roy,* 4-12, **$2.98.** Other jeans, **$1.98-$3.39.**



TOYS FOR TODDLERS *by N. N. Hill.* Covered wagon with cloth top, red wheels, nickel-plated gongs, **$2.00.** Trigger Hobby Horse has wheel chimes, Bullet running behind. **$2.00.** Colorful Roy Rogers and Trigger animated pull toy, **$1.00**



CLOCKS AND WATCHES *by Bradley Time.* Guaranteed. Roy gallops on Trigger as 40-hour alarm clock ticks, **$3.95.** Watches with Roy or Dale on legible dials. Unbreakable crystals. All have stainless steel backs, rolled gold or chrome-plated cases, leather or expansion bracelets, **$4.95-$6.95.** All plus tax.

HEADQUARTERS STORES

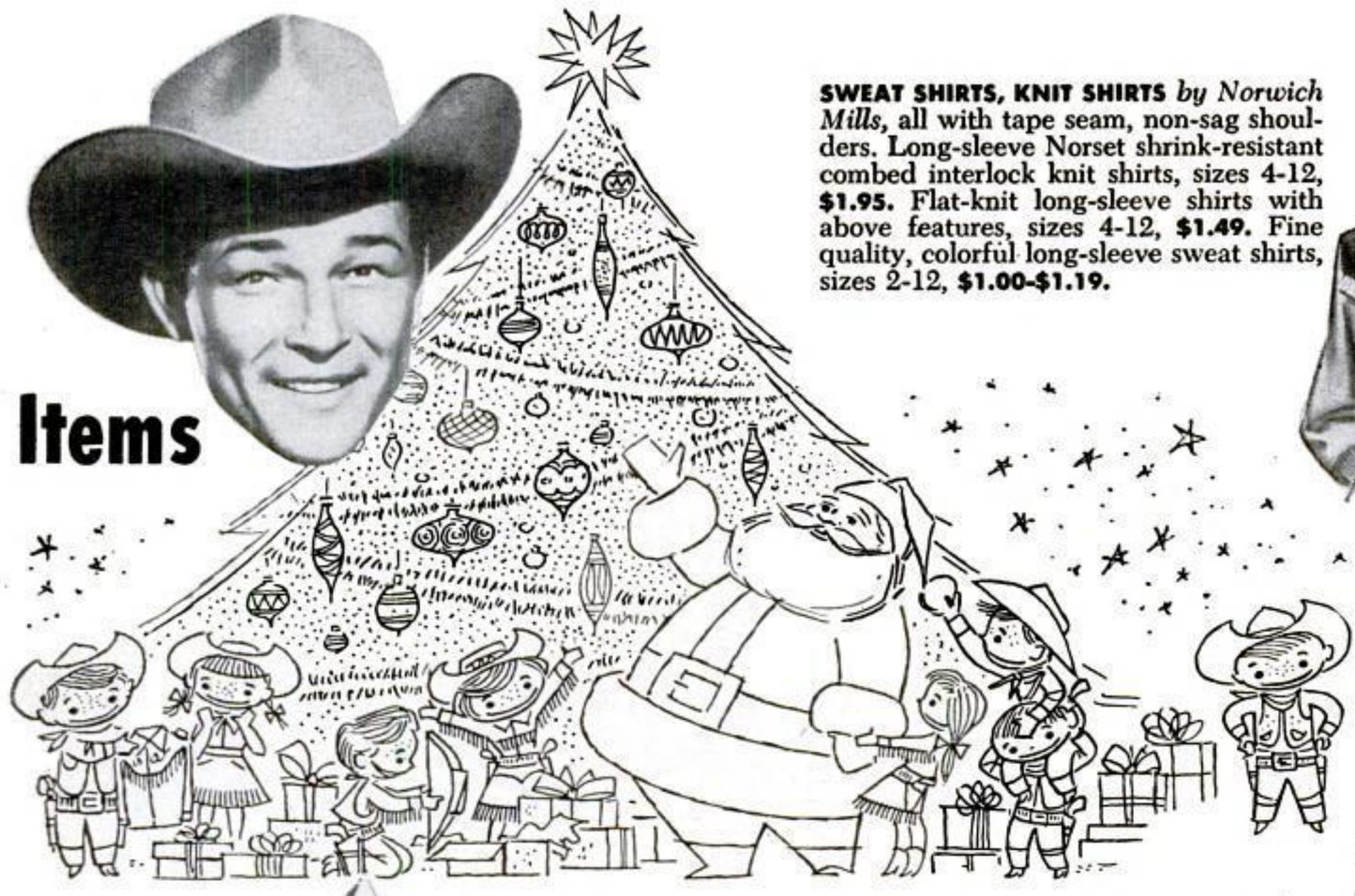
The following, and other leading stores everywhere, carry most of these Roy Rogers items.

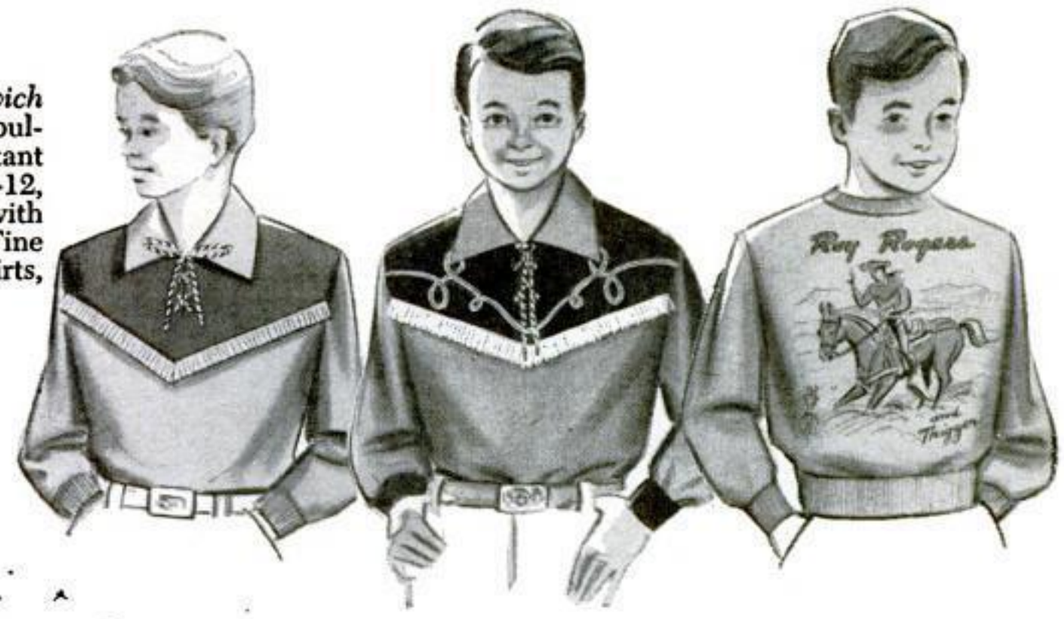
MAISON BLANCHE, New Orleans **MEIER & FRANK CO.,** Portland, Salem **MYERS BROS.,** Springfield **THE OUTLET COMPANY,** Providence **PFEIFERS OF ARKANSAS,** Little Rock **PIZITZ,** Birmingham **PORTEOUS, MITCHELL & BRAUN CO.,** Portland **POWERS DRY GOODS COMPANY,** Minneapolis **RHODES OF SEATTLE,** Seattle **RICH'S, INC.,** Atlanta, Knoxville **RIKE KUMLER COMPANY,** Dayton **J. W. ROBINSON,** Los Angeles, Beverly Hills **SCRUGGS-VANDERVOORT-BARNEY, Inc.,** St. Louis **THALHIMERS,** Richmond, Winston Salem, Danville **THE WHITE HOUSE** (Raphael Weill Co.), San Francisco **WOLF & DESSAUER,** Fort Wayne

CANADA: Canadian Manufactured Items Available at — **Better Stores Throughout Canada —SIMPSON-SEARS LTD., RETAIL AND MAIL ORDER**

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Items





SWEAT SHIRTS, KNIT SHIRTS *by Norwich Mills,* all with tape seam, non-sag shoulders. Long-sleeve Norset shrink-resistant combed interlock knit shirts, sizes 4-12, **$1.95.** Flat-knit long-sleeve shirts with above features, sizes 4-12, **$1.49.** Fine quality, colorful long-sleeve sweat shirts, sizes 2-12, **$1.00-$1.19.**



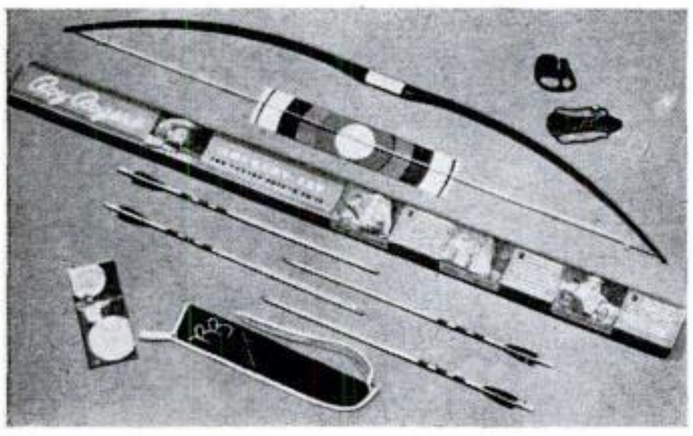
PLAY TENTS & CHOW SET *by Hettrick.* Tepee tent, 4'6" square base, 4'3" high, awning extension, painted canvas with Roy & Trigger design, **$5.95.** Umbrella tent, 6'9" square, 5' high. **$9.95.** Sturdy Roy and Dale Chow Set, metal frame, **$11.50.**



STATUETTES *by Hartland Plastics.* Molded from tough, sturdy material, hand-painted in full color, statues stand full 10" high. Riders, hats, guns and bridles all removable. Roy or Dale statuettes, **$3.98 ea.** Bullet, **49¢ ea.**



RAINWEAR *by S. Buchsbaum* features Roy Rogers Deputy personalized photo raincoat and helmet of 100% waterproof Bakelite Krene material, sizes 4-12, **$2.98.** Rubber raincoat and helmet in black or yellow with contrasting Western trim, sizes 4-12, **$4.50.**





ARCHERY SETS *By Ben Pearson.* Big set has 4½' hickory bow with bowsight. 4 arrows, suedene quiver, arm guard and finger tab, target, Roy Rogers' Archery Booklet, **$6.95.** Smaller sets with safe rubber-tipped arrows for use indoors or out, **$1.00, $2.95, $3.95.**



WESTERN SUITS *by J Bar T.* Washable Frontier suit with elaborately embroidered rayon gabardine shirt; trousers are Sanforized cotton gabardine, **$9.95.** Dale Evans embroidered slip-over shirt of rayon gabardine; skirt Sanforized cotton gabardine, **$10.95.** Matching suits available in each style. Others, **$6.95-$10.95.**



GLOVES *by Illinois Glove.* Snow suit fabric, 25% wool, 75% estron, leatherette gauntlet, plastic fringe, **98¢.** Roy Rogers horsehide turn-down cuff glove, **$2.95.** Horsehide and suede gauntlet glove, **$2.95.** Genuine deerskin gauntlet, **$4.95.**

ROY ROGERS ENTERPRISES

A Division of Frontiers, Inc., Roy Rogers, Pres. Hollywood, California

Tune in The Roy Rogers Show Every Week on NBC-TV
Sponsored by General Foods Corporation

(All prices are approximate and some slightly higher in the West)

ABRAHAM & STRAUS, Brooklyn **AUERBACH'S,** Salt Lake City **BAMBURGER'S,** Newark **J. L. BRANDEIS & SONS,** Omaha **CARSON, PIRIE, SCOTT & CO.,** Chicago
E. W. EDWARDS & SON, Syracuse **FOLEY'S,** Houston **B. GERTZ,** L. I., Jamaica, Flushing **GIMBEL'S,** New York, Philadelphia, Pittsburgh
HAMMEL'S, Mobile **HARVEY'S,** Nashville **WM. HENGERER COMPANY,** Buffalo **HIGBEE COMPANY,** Cleveland **J. B. IVEY & COMPANY,** Charlotte
JORDAN MARSH COMPANY, Boston **JOSKE'S OF TEXAS,** San Antonio **KAUFMANN'S,** Pittsburgh **F. & R. LAZARUS & COMPANY,** Columbus
LOVEMANS, INC., Chattanooga **MACY'S,** New York, White Plains, Jamaica, Parkchester, Flatbush **MACY'S KANSAS CITY,** Kansas City

NATIONWIDE: SEARS, ROEBUCK & CO., RETAIL STORES—SEARS MAIL ORDER CATALOGUE—SEARS CATALOGUE ORDER OFFICES

TO MOM AND DAD:
To be sure the comics read in your home are wholesome and clean, make certain they're Dell Comics. They're the finest.
Roy Rogers

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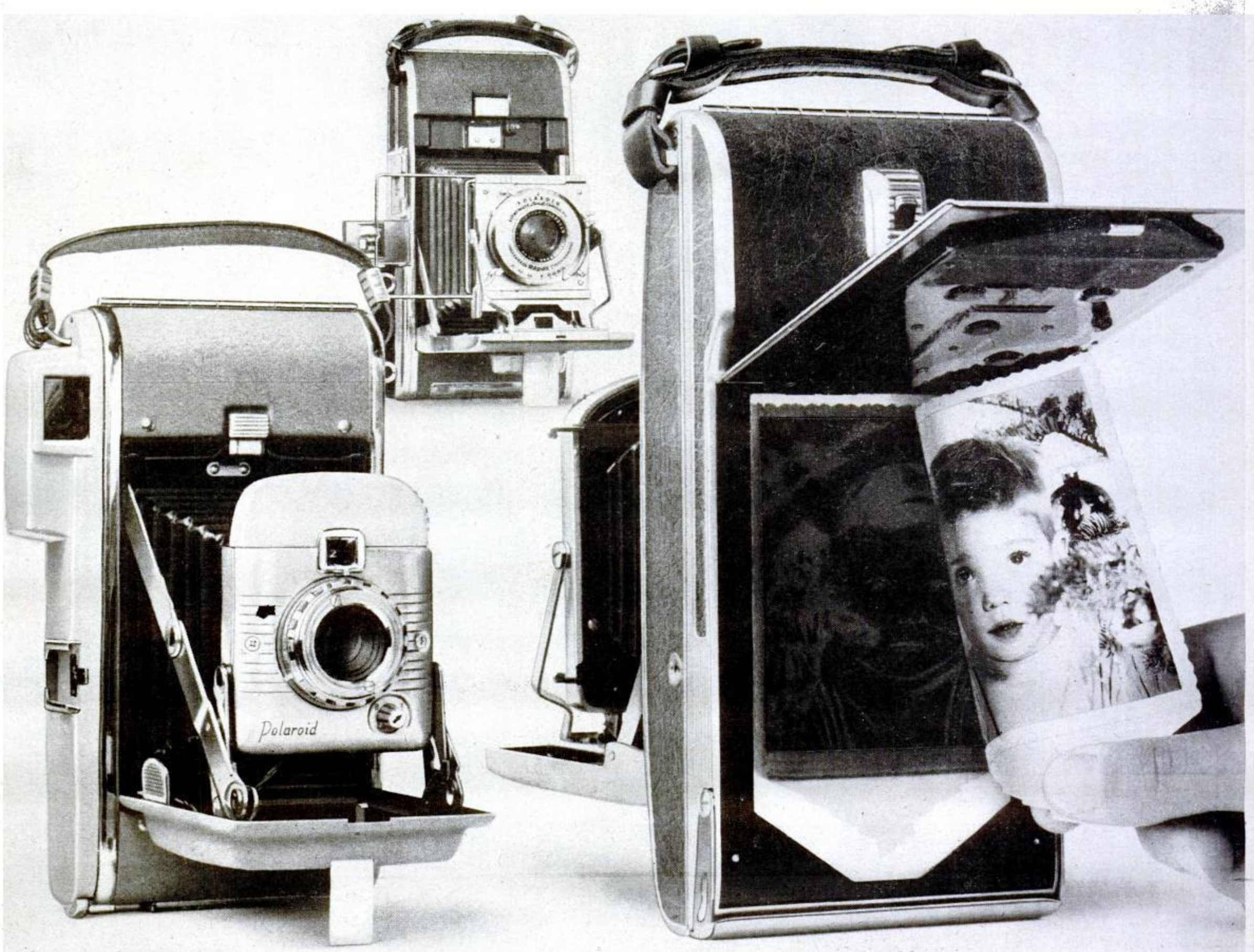
OK—so he has a camera

But does he have a camera that gives him a finished print 60 seconds after he takes a picture? Does he have a camera that gives him a second chance — that lets him see his results right on the spot so he can take a picture right over if somebody made a face or the composition wasn't just right? Does he have a camera that's so much fun to use that you can build a whole party around it—or make new friends on vacation in less time than it takes to introduce yourself? Does he have a camera that uses the newest kind of film in the world — a film so fast you can take delicate pictures in soft light, pictures that never before were possible? Does he have a camera that's so simple to use that even a beginner can get terrific pictures right off the bat? Does he have a camera that's so versatile, so useful in so many ways . . . that three out of five owners use it in their work as well as for fun?

There is no end to the advantages of owning a Polaroid Land Camera. You can do things with it that are just impossible with any other camera. It's the only camera of its kind in the world.

Even if he already has a *couple* of cameras — think about getting him one of these. It's the most exciting Christmas gift you can give him. You can put it under the tree with his name on it for as little as $1.19 a week. Drop into any camera dealer's for a demonstration. Ask to see the sample Polaroid Land pictures he has. And if you've got a spare minute, let him take your picture. You'll be sold. Left to right: Polaroid Highlander, $69.95; Pathfinder, $249.50; and Speedliner, $89.75.

POLAROID CORPORATION, CAMBRIDGE, MASSACHUSETTS



the world's only camera that gives him a finished print in 60 seconds
the amazing **POLAROID®** *Land* **CAMERA** *with remarkable new film*

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GLOWING SAUCER WAS SPOTTED BY AVIATION TECHNICIAN ON LATE DECEMBER EVENING IN 1952

LUMINOUS CIGAR SHAPE WAS OBSERVED AT MIDNIGHT IN JULY 1952 BY TOBACCO FARMER, HIRED HAND

THICK-RUDDERED SAUCER WAS SEEN BY EMPLOYE OF A SUPERSONIC LABORATORY IN MAY 1949

DISKLIKE GLOW SURROUNDED WINGED OBJECT REPORTED IN 1952 BY NAVY FLIER AND HIS WIFE

THE STRANGE SHAPES SEEN IN THE SKY

Study explains saucers, not these

To try to solve the riddle of flying saucers which for years have been reported in all parts of the U.S., the Air Force has been tracking down more than 5,000 supposed sightings. The bizarre objects shown against the sky in these drawings represent sightings which the Air Force, after eight years of meticulous investigation, has not been able either to explain or positively discount.

The findings, revealed coincident with the Air Force announcement that the U.S. is building a vertical rising plane resembling a flying saucer, identify about 60% of the objects as weather balloons, high-flying airplanes, clouds or astronomical phenomena like meteors. Of those that were unexplained only a few were so clearly described that pictures could be drawn. Because they all differed, the Air Force concludes that it is highly unlikely that flying saucers like these do exist but admits this can never be absolutely proved.

CONTINUED

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How to remove

WINTERTIME DANDRUFF

with just one shampoo!



ONE SHAMPOO with Fitch removes ugly dandruff flakes, even in winter when dandruff is worse!

BRIGHTEN YOUR HAIR UP TO 35%

at the same time!



NEW, MILDER FITCH is so gentle, you can use it every shampoo—not just to remove dandruff!

Only FITCH guarantees dandruff-free, brighter hair...or money back!

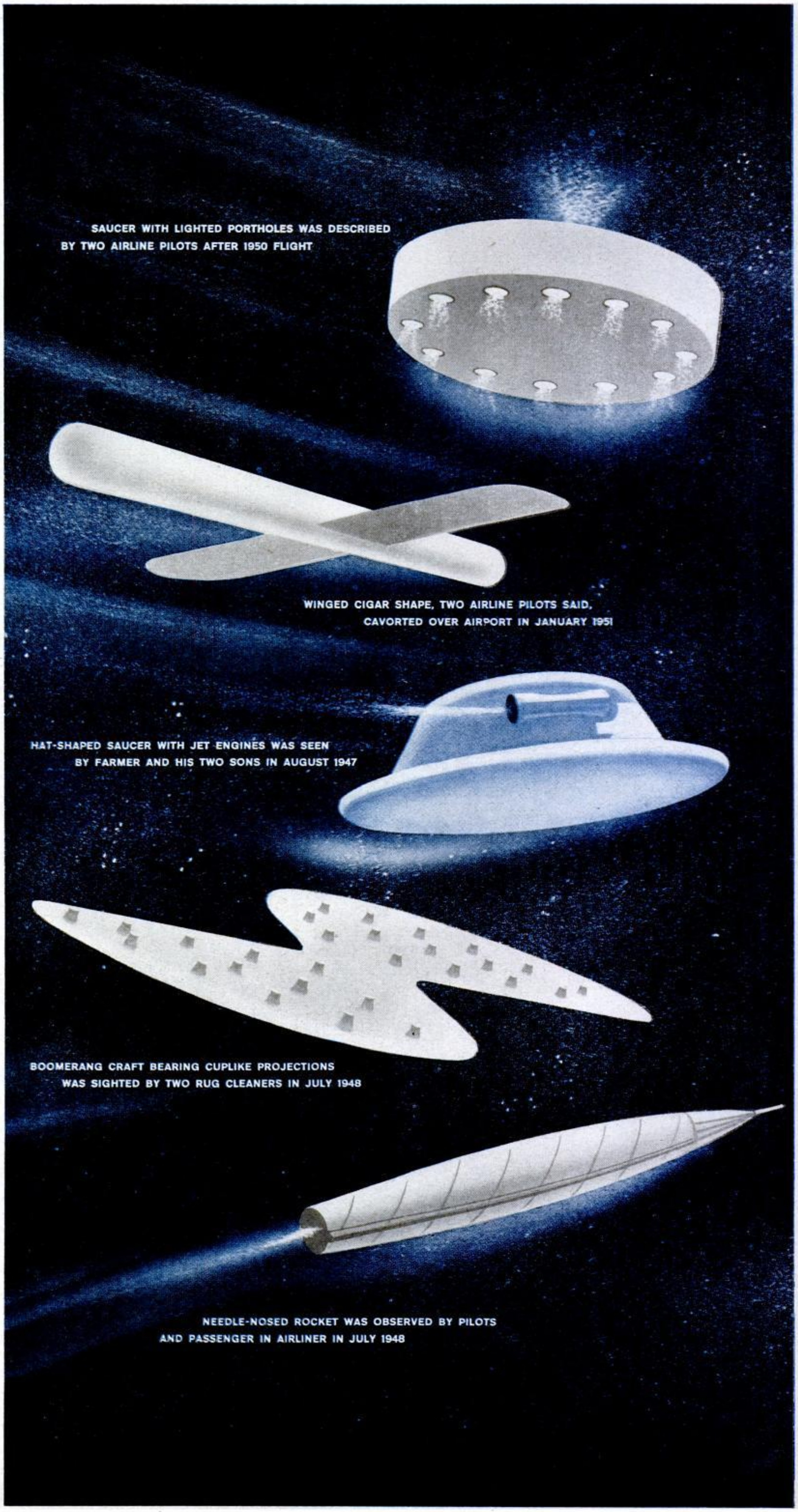
These winter days embarrassing dandruff is at its worst. Dry, overheated rooms make your scalp flake off more. Tight-fitting hats may interfere with circulation. Glands are also overactive.

So, in cold weather, you *really* need Fitch Dandruff Remover Shampoo. It's the *only* shampoo specially made and guaranteed to remove flaky dandruff with *one* shampoo—or money back! Of course, when Fitch removes dulling dandruff flakes, it brightens hair up to 35% too!

Get Fitch Dandruff Remover Shampoo at retail counters today. If one shampoo doesn't leave your hair free of "wintertime dandruff"—at the same time brighter, more beautiful—return unused portion for full refund from Fitch. Also ask for professional application at your Barber or Beauty shop.

Also available in Canada!





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....*this*....*is the time for* HARTMANN !



New Caravan Coronet in a range of lovely fashion colors: 18" Overnite Case $49.50 . . . 21" Weekend Case $55 . . . Cosmetic Case $55 . . . 24" Weekend Case $59.50 . . . 26" Pullman Case $75. Other Hartmann pieces, $750 to $29.50. All prices plus taxes. Design patent pending.

FOR THE VACATION OF YOUR DREAMS, you'll want things perfect. This is the time for Hartmann . . . world's finest luggage.

Take the dramatic, new Hartmann Caravan Coronet, for instance. In whatever gay, exciting place you travel, the distinctive new contour shape of this sleek luggage identifies you as a fashion leader . . . a woman who knows and appreciates the best. New, style-setting coverings are colorful and durable. Interiors are exquisitely feminine, extra roomy . . . cradle your clothes like never before. And Caravan Coronet is extremely light, too . . . carefully made by hand like all Hartmann luggage to endure for years.

Your vacation, Christmas, or any gift occasion is the time for Hartmann. You'll find it only at America's finest stores. Write for illustrated brochure.

HARTMANN LUGGAGE COMPANY • RACINE, WISCONSIN

Hartmann

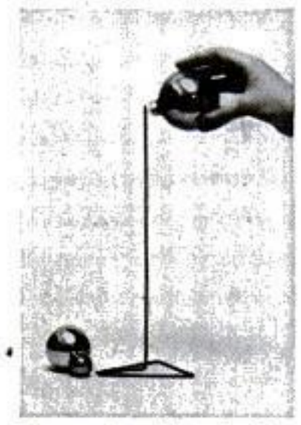
the proudest name in luggage

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Solve your gift problems right here with beautiful, durable

PYREX® ware





To make this festive table decoration, slip glass balls over wire coat hanger, bent as shown here. Graduate to smaller balls toward top. Fill in with evergreen.



PYREX Oven Roaster is big enough for a small turkey, can also be used as two separate dishes. Non-porous surface is easy to wash clean. 3-qt. size, **$1.39**

PYREX Covered Bowl Casserole lets foods brown more evenly. In Desert Dawn Yellow or Pink. 2-qt. size, **$1.50**—also available in clear Ovenware.

PYREX Round Baking and Serving Dish comes in Desert Dawn Yellow or Desert Dawn Pink. 1½-qt. size, only **95¢**—also available in clear Ovenware.

PYREX Knob-Cover Casserole lets you see what's cooking. Bake, serve, store in same dish. Cleans easily—saves dishwashing. 1½-qt. size, **89¢**

There is only one **PYREX** BRAND ware,
a product of CORNING GLASS WORKS, Corning, N. Y.

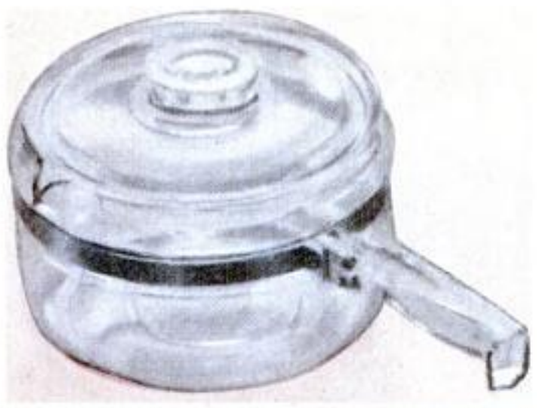
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VISIT THE CORNING GLASS CENTER, CORNING, N. Y.

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Gifts under $3.00



PYREX Colorware Bowl Set has lots of different uses, for baking, serving, storing and mixing. Bowls nest to save space. Complete set of four, only **$2.95**



PYREX Flameware Saucepan for top-of-stove cooking lets you see what's cooking. Has lock-on cover and stay-cool handle for easier pouring. Extra broad base gives added stability. 2-qt. size, **$2.75**



PYREX Flameware Teapot for boiling, brewing, and serving, has lock-on cover and stay-cool handle for easy pouring. Smartly graceful. Six-cup size, **$2.25**



PYREX Dinnerware Sugar and Creamer, $2.75 each. These are just two of the open stock items available, at various prices, to match all PYREX Dinnerware sets.

Gifts under $4.00



PYREX Colorware Oven and Refrigerator Set for baking, serving, storing. Yellow dish holds 1½-qts., blue dish, 1½ pints, red dishes, 1½ cups. Get the complete set of four for only **$3.25**



PYREX Flameware Percolator shows you when coffee is perked to exactly the right strength. Easy to keep clean, because it's smooth, non-porous PYREX Ware. 6-cup size, **$3.45**



PYREX Flameware Double Boiler saves time, because you can see water level at a glance. The cover fits both upper and lower bowls, which may be used as separate saucepans. 1½-qt. size, **$3.95**

Gifts under $10.00



16-piece PYREX Dinnerware Sets are beautiful enough for entertaining, yet durable enough for everyday family use. Available with smart Lime, Flamingo, Turquoise, Dove Gray, Regency Green or Royal Burgundy borders banded in 22-carat gold for only **$9.95.** (Starter sets in first four colors, without gold bands, only **$6.95**) Matching open-stock pieces include bread-and-butter plates, soup-or-cereal bowls, fruit-or-sauce dishes, chop plates, vegetable dishes, sugar and creamer sets.

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YOU GIVE MORE THAN A PIPE WHEN YOU GIVE

KAYWOODIE





Centennial — Bent . . . $25



Flame Grain, Meerschaum Inlaid — Apple . . . $12.50



Coral White Briar — Pot . . . $5



Filter Plus de luxe — Trumpet . . . $5



Super Grain — Bulldog . . . $5



Briar Mates — Dublin . . . $12.50
(Pipe and rest in matching flame grain)



Genuine Block Meerschaum in Case — Billiard . . . $25
(Others $15 to $50)

All Pipes Gift Boxed



Flame Grain —
Billiard . . . $10

It is Christmas morning. The man pictured above has just received one of the handsomest of pipes — a Flame Grain Kaywoodie. The close-up at right portrays the rare perfection of grain, the distinctive markings you'll find in the actual pipe. *All* Kaywoodie briars are noted for their beauty. All are equipped with the exclusive Drinkless Fitment which screens irritants, condenses tobacco tars, prevents clogging. That's why every Kaywoodie draws so easily. When you give Kaywoodie, you give the finest!

KAYWOODIE

Send 25¢ for illustrated color Catalog 12 showing Kaywoodie styles, $3.50 to $100; gift sets $7 to $125. Kaywoodie Pipes, Inc., New York 22 • World's Finest Pipes Since 1851

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'You Load 16 Tons . . .'

COAL MINE SONG IS A GOLD MINE

The wail of a miner who loads 16 tons of coal a day has become the fastest-selling record of the year—more than a million disks in 21 days—and the biggest hit of TV-and-Radio Singer Tennessee Ernie (*left*). *Sixteen Tons* was written and recorded in 1947 by Folk Singer Merle Travis. His father was a coal miner and Travis used to hear him say, "I can't afford to die; I owe my soul to the company store." This gave Travis the theme for his ballad which, in style, is first cousin to work songs like *John Henry*, *Drill Ye Tarriers*. Now Tennessee Ernie, whose grandfather was a miner too, makes a 4½¢ royalty on each record and does not owe his soul to anybody.



CONTINUED



"I never forget my morning Sunsweet"

"**Sharp shoppers** know that Sunsweet is the best of all prune juices. Only Sunsweet has the *same amount* of natural laxative in every glass. Only one that tastes so great, too ... because it's all *pure* prune juice ... never diluted, never sweetened. Naturally, Sunsweet outsells all the others put together."



SUNSWEET PRUNE JUICE

by the creators of the
BALL OFFICIAL RAILROAD STANDARD WATCH

Nothing you wear will give such continuing enjoyment as a dependable BALL watch. You can be proud of your BALL watch for, since 1865, the name *Ball* has been synonymous with accurate timekeeping.

These truly beautiful BALL wrist watches are guaranteed, have 17 jewel movement, shock-resistant Incabloc, unbreakable mainspring, anti-magnetic hairspring. Choose from many men's and ladies' models—Indimatic, automatic, water-resistant, sport and dress watches. From $47.50



The **BALL** Company

Chicago • Charlotte
Minneapolis • Los Angeles

ADMES, Geneva, Switzerland

Illustrated above:
- Ladies' 14K gold case
- Men's gold filled Automatic



ON TELEVISION Tennessee Ernie, whose last name is Ford, appears five times a week for NBC. He also does daily radio show, works 10 hours a day.



AT HOME in Los Angeles suburb Ernie with his wife Betty and their two sons, Buck and Brion, gather on terrace of modest one-swimming-pool estate.



FAVORITE RETREAT is ranch near San Francisco where he hopes to retire. He gave up concert ambitions for hillbilly song before going to Hollywood.

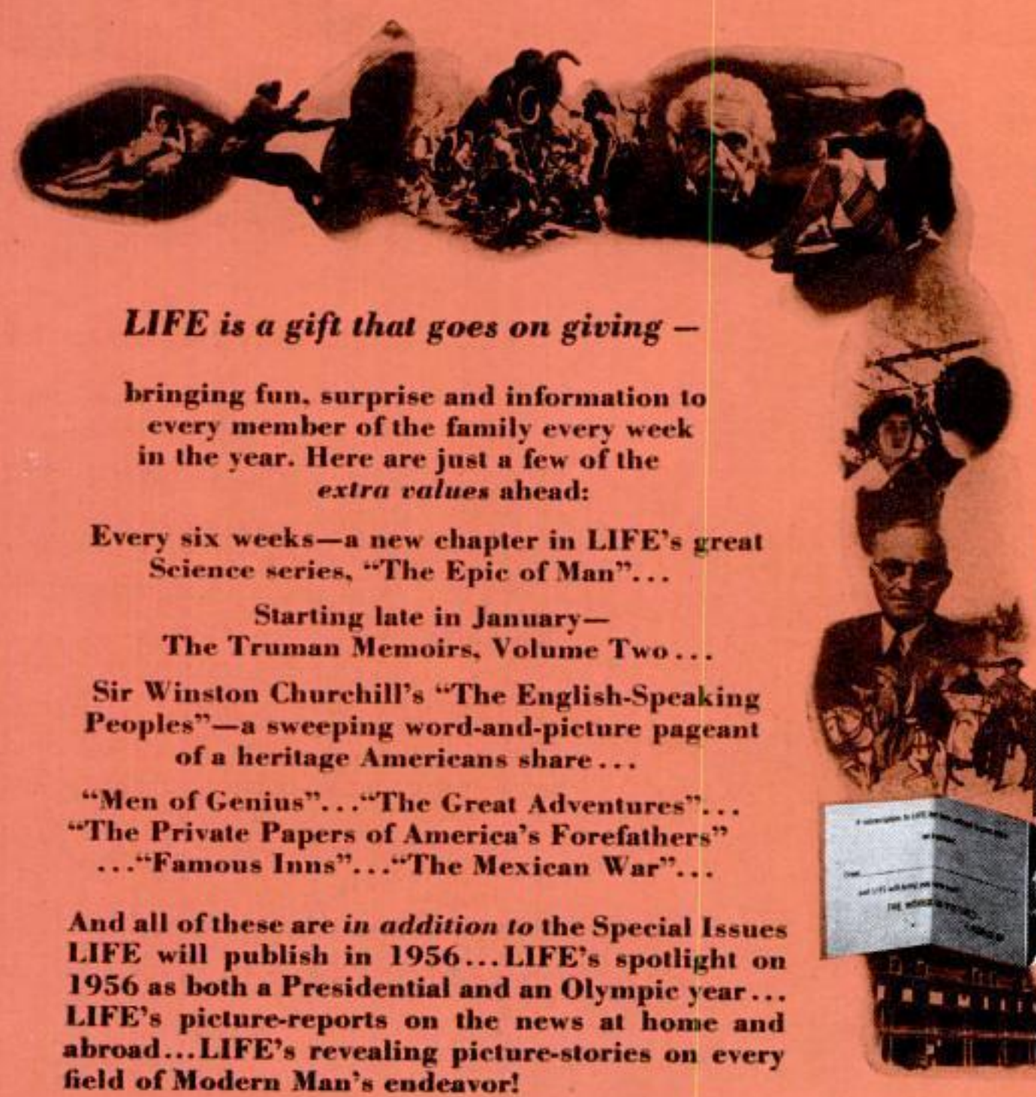
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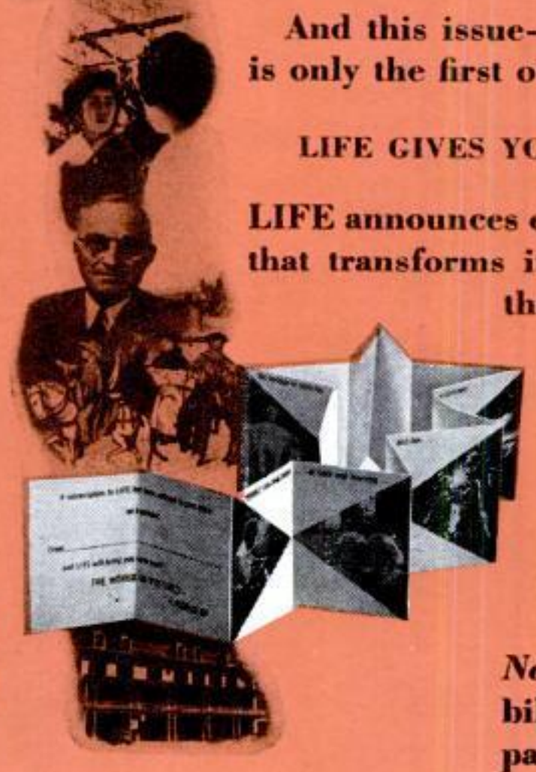
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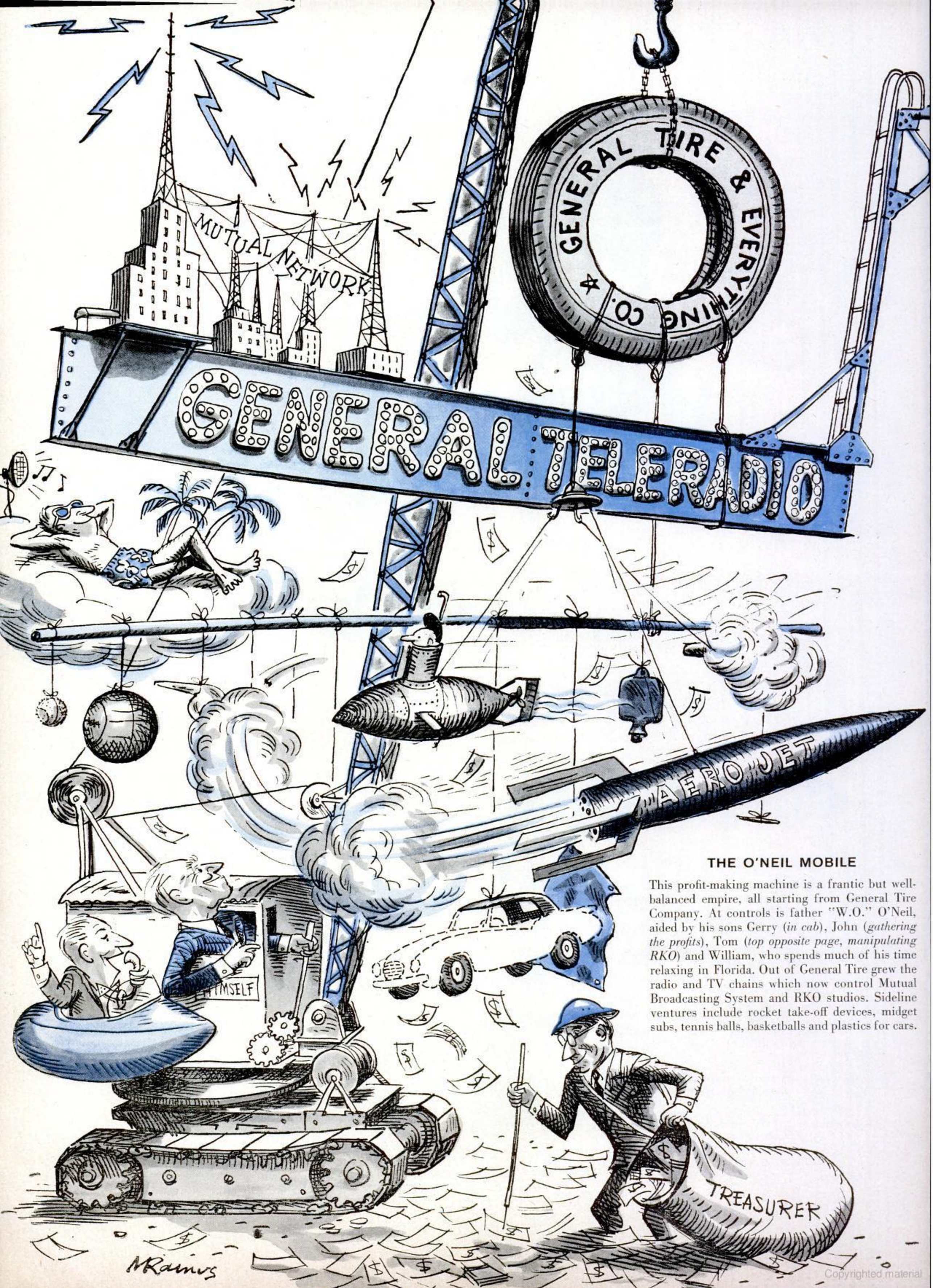
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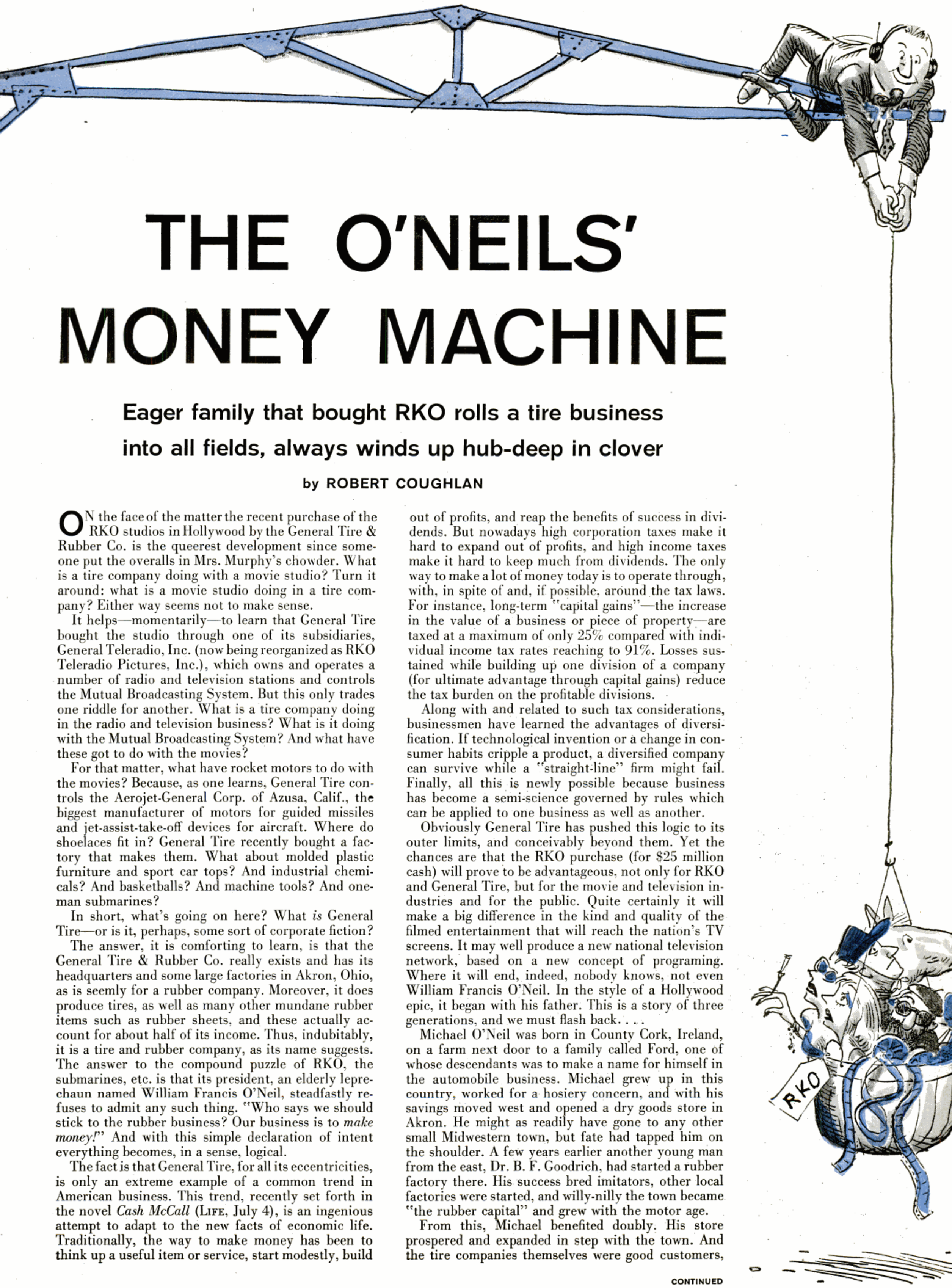
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THE O'NEIL MOBILE

This profit-making machine is a frantic but well-balanced empire, all starting from General Tire Company. At controls is father "W.O." O'Neil, aided by his sons Gerry (*in cab*), John (*gathering the profits*), Tom (*top opposite page, manipulating RKO*) and William, who spends much of his time relaxing in Florida. Out of General Tire grew the radio and TV chains which now control Mutual Broadcasting System and RKO studios. Sideline ventures include rocket take-off devices, midget subs, tennis balls, basketballs and plastics for cars.

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THE O'NEILS' MONEY MACHINE

Eager family that bought RKO rolls a tire business into all fields, always winds up hub-deep in clover

by ROBERT COUGHLAN

ON the face of the matter the recent purchase of the RKO studios in Hollywood by the General Tire & Rubber Co. is the queerest development since someone put the overalls in Mrs. Murphy's chowder. What is a tire company doing with a movie studio? Turn it around: what is a movie studio doing in a tire company? Either way seems not to make sense.

It helps—momentarily—to learn that General Tire bought the studio through one of its subsidiaries, General Teleradio, Inc. (now being reorganized as RKO Teleradio Pictures, Inc.), which owns and operates a number of radio and television stations and controls the Mutual Broadcasting System. But this only trades one riddle for another. What is a tire company doing in the radio and television business? What is it doing with the Mutual Broadcasting System? And what have these got to do with the movies?

For that matter, what have rocket motors to do with the movies? Because, as one learns, General Tire controls the Aerojet-General Corp. of Azusa, Calif., the biggest manufacturer of motors for guided missiles and jet-assist-take-off devices for aircraft. Where do shoelaces fit in? General Tire recently bought a factory that makes them. What about molded plastic furniture and sport car tops? And industrial chemicals? And basketballs? And machine tools? And one-man submarines?

In short, what's going on here? What *is* General Tire—or is it, perhaps, some sort of corporate fiction?

The answer, it is comforting to learn, is that the General Tire & Rubber Co. really exists and has its headquarters and some large factories in Akron, Ohio, as is seemly for a rubber company. Moreover, it does produce tires, as well as many other mundane rubber items such as rubber sheets, and these actually account for about half of its income. Thus, indubitably, it is a tire and rubber company, as its name suggests. The answer to the compound puzzle of RKO, the submarines, etc. is that its president, an elderly leprechaun named William Francis O'Neil, steadfastly refuses to admit any such thing. "Who says we should stick to the rubber business? Our business is to *make money!*" And with this simple declaration of intent everything becomes, in a sense, logical.

The fact is that General Tire, for all its eccentricities, is only an extreme example of a common trend in American business. This trend, recently set forth in the novel *Cash McCall* (LIFE, July 4), is an ingenious attempt to adapt to the new facts of economic life. Traditionally, the way to make money has been to think up a useful item or service, start modestly, build out of profits, and reap the benefits of success in dividends. But nowadays high corporation taxes make it hard to expand out of profits, and high income taxes make it hard to keep much from dividends. The only way to make a lot of money today is to operate through, with, in spite of and, if possible, around the tax laws. For instance, long-term "capital gains"—the increase in the value of a business or piece of property—are taxed at a maximum of only 25% compared with individual income tax rates reaching to 91%. Losses sustained while building up one division of a company (for ultimate advantage through capital gains) reduce the tax burden on the profitable divisions.

Along with and related to such tax considerations, businessmen have learned the advantages of diversification. If technological invention or a change in consumer habits cripple a product, a diversified company can survive while a "straight-line" firm might fail. Finally, all this is newly possible because business has become a semi-science governed by rules which can be applied to one business as well as another.

Obviously General Tire has pushed this logic to its outer limits, and conceivably beyond them. Yet the chances are that the RKO purchase (for $25 million cash) will prove to be advantageous, not only for RKO and General Tire, but for the movie and television industries and for the public. Quite certainly it will make a big difference in the kind and quality of the filmed entertainment that will reach the nation's TV screens. It may well produce a new national television network, based on a new concept of programing. Where it will end, indeed, nobody knows, not even William Francis O'Neil. In the style of a Hollywood epic, it began with his father. This is a story of three generations, and we must flash back. . . .

Michael O'Neil was born in County Cork, Ireland, on a farm next door to a family called Ford, one of whose descendants was to make a name for himself in the automobile business. Michael grew up in this country, worked for a hosiery concern, and with his savings moved west and opened a dry goods store in Akron. He might as readily have gone to any other small Midwestern town, but fate had tapped him on the shoulder. A few years earlier another young man from the east, Dr. B. F. Goodrich, had started a rubber factory there. His success bred imitators, other local factories were started, and willy-nilly the town became "the rubber capital" and grew with the motor age.

From this, Michael benefited doubly. His store prospered and expanded in step with the town. And the tire companies themselves were good customers,

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THE O'NEILS CONTINUED

for an essential part of tire casings is cord—ordinary cotton twine in those days—and the early tire builders came to the logical place, the dry goods store, to buy it. Michael bought a cord factory in Worcester, Mass., to reap the profits from what had been a nickel and dime item, and thereby set an example of economic opportunism that his descendants were to copy many times.

He had further shown his initiative by marrying and becoming the father of four sons, all of whom bore the middle name "Francis" because of his wife's special feeling for St. Francis of Assisi. William Francis, born in 1885, grew up in a mingling of devout Irish Catholicism and nonsectarian sales promotion. After St. Vincent's School in Akron he went to Holy Cross, which is at Worcester, and in spare time learned the business and kept the books at the cord factory. When he graduated, in 1907, Michael brought him back to the store and, William recalls, "put me in charge of all the losing departments and the boiler room." Rambunctious, humorous and energetic, he had a flair and a liking for merchandising, and he did well. But after a year he had symptoms of TB and was sent West to rest and recover.

He got as far as Kansas City. There he ran into another Akron *émigré* named W. E. Fouse. The two Akronites whipped each other up to such enthusiasm about the rubber industry that they decided to enter the tire business together. Young O'Neil wired his parents that he had made a complete recovery and then, with Fouse, secured a Firestone distributorship and opened a tire accessory and repair shop. Shortly the partners were netting $30,000 a year each. By 1915 they were ready to start their own tire manufacturing company and came back to Akron, where they launched General Tire. They ended the first year with a net profit of $620. This was the old-fashioned way of getting rich, as noted earlier—and they kept to the pattern for more than a quarter of a century. Michael O'Neil, who had put up $50,000, served as company president until his death in 1927. Afterward, with Fouse, who liked finances, as secretary-treasurer, and William O'Neil, the supersalesman, as president, the company kept expanding until it was the fifth biggest in the whole tire industry.

While this was going on, William O'Neil—by now known efficiently as "W.O."—had married a Kansas City girl named Grace Savage and was living in a fine house with a big yard and filling it with a big family: five boys and a girl, who came along at two-year intervals and were alternately brown-eyed and blue-eyed, which made them easier to tell apart. Family life, too, revolved around the tire business, as indeed did most social life in one-industry Akron. W.O. was a zealot. He loved the business, the moves and counters and quarrels of competition excited him, and he communicated this excitement to his sons. He had, of course, long since become a millionaire. Money for its own sake was no longer important. But—and this is a characteristic of a breed which O'Neil in many ways typifies—it was important as a way of keeping

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THE FOUNDER of the O'Neil dynasty is Michael, who emigrated from Ireland and opened a dry goods store in Akron in 1877.

FAMILY is headed by "W.O." (*front*) and sons Gerry (*left*), 33, executive head of General Tire; John (*center*), 38, financial consultant; Tom (*right*), 40, TV and movies. A fourth son, William, cleaned up in radio but is no longer active in family business.

score in the great game of business. For such men, to make another million is like breaking par at St. Andrews. And with this motivation, an event in 1940 led him and General Tire almost inevitably to the RKO deal in 1955.

It began with a labor problem. The rubber workers' union has a record of militancy and during the 1930s Akron seethed with labor troubles. O'Neil, a dedicated rugged individualist, believed the workers would see the light if properly "educated." His public relations chief suggested buying a local radio station, WJW. O'Neil liked the idea, he says with a grin, "until I found out the law said I'd have to give labor an equal amount of time to talk back." But, in investigating the deal, he learned that the station was losing money and could be bought cheaply, and he thought that it could be made profitable. He impulsively decided to buy it as an investment. The oldest O'Neil boy, William Michael, was by then a young man working his way up in General Tire. W.O. gave the station to him—gift taxes being less than inheritance taxes—and stood back to watch his son gain what surely would be good business experience, if nothing else.

The smell of warm blood

IN the first year young Bill O'Neil netted a $40,000 profit on the $60,000 investment. He went on to make as much as $200,000 profit a year. To W.O., this was like the smell of warm blood to a lion. "I saw that this was a *good thing*," he recalls. "I wanted to get in on it." Before long he learned that the Yankee Network, a New England radio chain, was for sale. General Tire at this time was, as W.O. says, "in an excess profits situation and we wanted to broaden our tax base." General bought the network in 1942 for the bargain price of $1,340,000. In 1944 Yankee paid a dividend of $418,000, better than 30% on the investment. It paid out the whole investment in four years—and General was in the entertainment business to stay.

It was a happenstance of the radio business that led General into its second big, permanent venture outside rubber products. W.O. was yearning to buy station WGTH in Hartford to fill a gap in Yankee's regional coverage. A lawyer who specialized in radio matters was engaged to reconnoiter the deal. One day, as W.O. recalls, this man telephoned and asked, "Do you want to buy a buzz bomb factory?" The lawyer explained that Andrew Haley, legal representative for WGTH, was also a backer of something called Aerojet Engineering Corp. This had been formed by some Cal Tech scientists to build rocket devices especially for helping airplanes take off. It needed financial help and management advice, and Haley hoped to interest General Tire in supplying them.

The offer came when W.O. was in a position of special receptivity. His fourth son, Hugh, a Navy pilot in World War II, had been lost when rough seas kept a rescue plane from taking off. Looking into the matter, W.O. learned that the Navy considered the jet-assist idea feasible, but that because of Navy red tape and the

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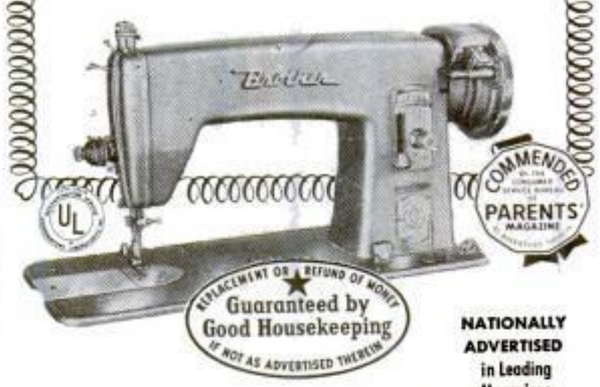
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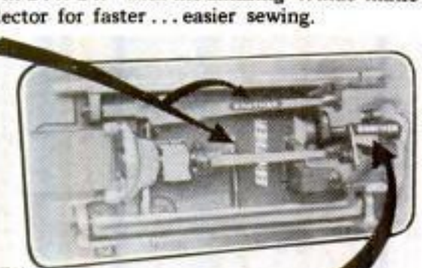
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FIRST TIRE STORE and repair shop was opened in Kansas City in 1909 by William O'Neil Sr. (*right*). He stayed six years, then moved back to Akron.

THE O'NEILS CONTINUED

impracticality of the Aerojet scientists, little had been accomplished. "The specialist," he observes, "is never worth a damn as an executive, because he knows too much and all he sees is problems." General Tire moved into Aerojet and soon had the project on its feet. An early result was the Doolittle raid on Japan, using the Aerojet JATO units to assist the heavy bombers from the flight decks of aircraft carriers. Today Aerojet is a very large enterprise with 4,300 employes, current sales of $60 million a year, and estimated sales within a few years of $200 million.

Incidentally, it accounts for the midget submarines in General Tire's portfolio. To study underwater jet propulsion, the division uses huge concrete water-filled circular tanks. Two of its engineers, while working on submarine propulsion problems, used the facilities to build and test a one-man sub. The Navy is using it for undersea reconnaissance, and in its civilian version—propelled by foot pedal or electric battery—it has been put on sale at Abercrombie & Fitch.

Having spanned the gamut of improbabilities from radio to rockets, and having learned the joys of diversification, General Tire subsequently bought the Pennsylvania Rubber Company and became the largest U.S. purveyor of tennis balls. It expanded abroad, until now it ranks third among U.S. tire companies in foreign sales.

The advent of synthetic rubber led the company's engineers and chemists into other applications of synthetic materials. Once firmly established in the field, General has since expanded by growth and purchase of existing companies to become the world's biggest manufacturer of plastic film and sheeting (upholstering materials, artificial leathers, etc.), turns out hundreds of diverse items in the plastics and chemical fields, and is still expanding.

A search for excitement

SOME of these moves were based on tax advantages. Others reflected W.O.'s restless adventuresomeness, his love of competition, and the fact that once a company starts expanding in plastics and chemicals almost anything may happen. And not least, the soufflé rose because the four surviving O'Neil boys had grown up, and they were looking for excitement too.

All of them had followed their father into General Tire. William, as noted, soon branched off into radio. He moved his station from Akron to Cleveland, piled up profits, and last year sold out for $330,000, a very pretty capital gain. But he is a somewhat off-center O'Neil. He has a profitable wired music business in Cleveland and vicinity, spends a good deal of time in Florida, and seems content to be merely rich and successful; W.O. regards him indulgently as just a little bit lazy. John, the third boy, showed philosophical symptoms for a time, too, and studied for the priesthood. But he returned to General as a financial assistant and now has the taut, bright look of a rising businessman. M.G. ("Gerry") O'Neil, the youngest, is executive assistant to his father. At 70, W.O. has been forced to slow down somewhat, and Gerry has become his right hand in running the company. Personable and energetic, known to his brothers by the nickname of "Smooth," he takes a special interest in plastics and chemicals and is chiefly responsible for the company's aggressive expansion in those fields.

The other and second oldest O'Neil son, Thomas Francis Mahar O'Neil, is an apotheosis of all the chief O'Neil qualities and is built to match. According to legend, he was so big at birth (April 18, 1915) that the doctors could only marvel, and no one thought to weigh him until he was 2 weeks old, at which time he broke an 18-pound baby scale. At any rate, he now weighs 220 pounds,

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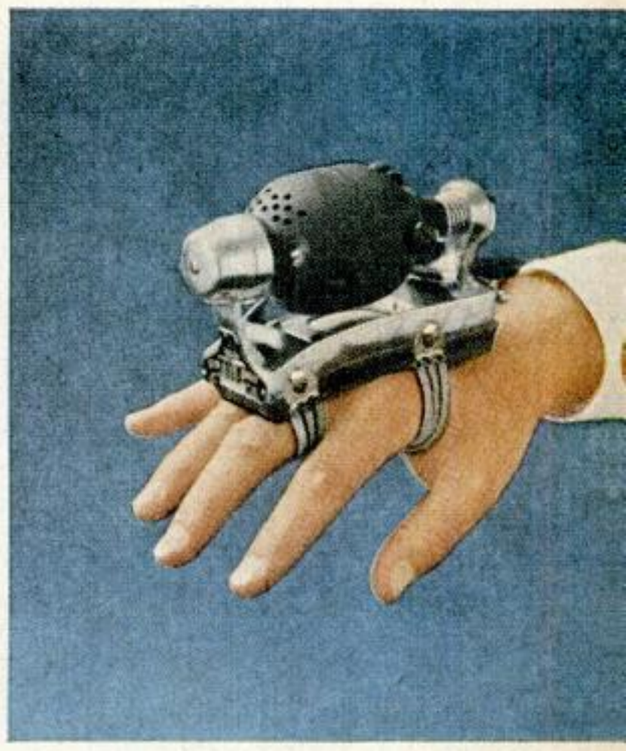
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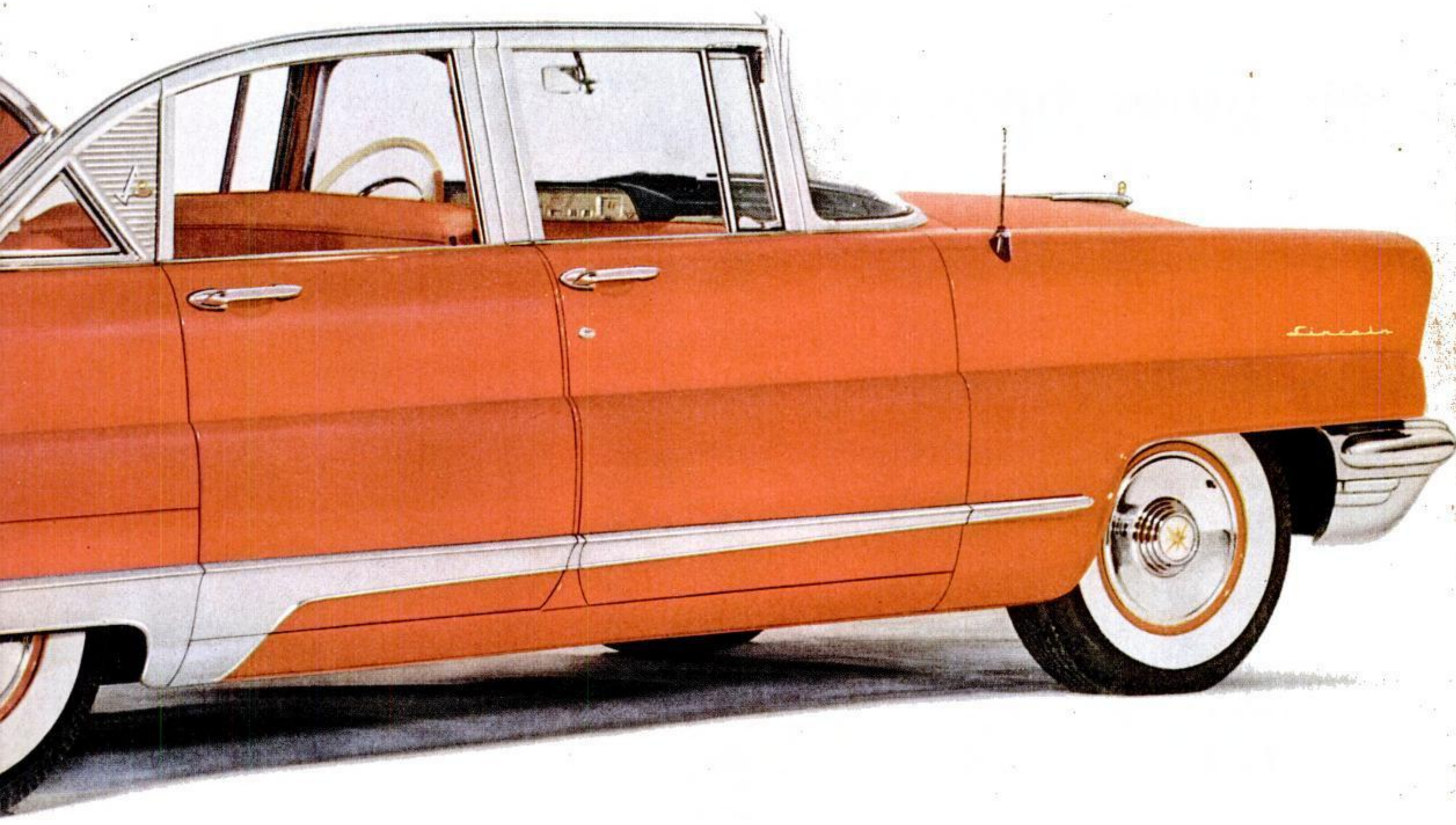
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JET TAKE-OFF device for planes was developed by Aerojet, a company the O'Neils bought during the war for less than $100,000. It now has sales of about $60 million a year and is still growing.

THE O'NEILS CONTINUED

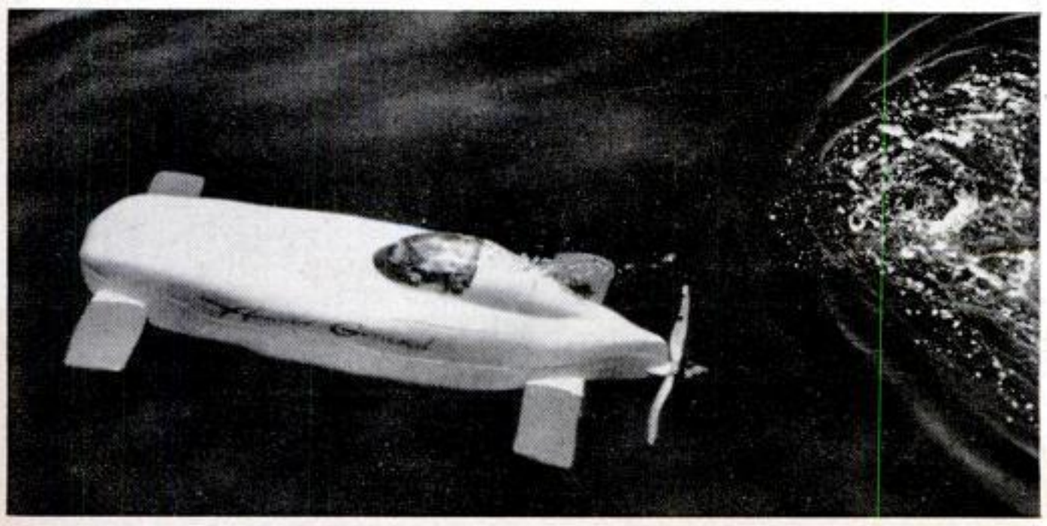
stands six feet four inches tall, and is known to his brothers as "Ox." He played varsity football at Holy Cross and moves still with the attentive, calculating air of a man who has no intention of being mousetrapped. To W. O.'s rugged informality, John's head for figures and "Smooth's" polished adaptability, Tom O'Neil adds an almost tangible—and formidable—quality of determination. It was he who at last led General into the movies.

But again, it all went back to radio. After the war Tom O'Neil was assigned to General's Boston office. Since Boston is headquarters for the Yankee network he kept a family eye on this operation, much as W. O. had done for grandfather Michael in the Worcester cord factory. He and the radio business turned out to be so compatible that W. O. picked him—"He's not lazy, that boy"—as heir presumptive to the radio operation, made him vice president and a director of Yankee, and then a director of the Mutual Broadcasting System, in which Yankee owned a 20% interest. At once he began building his enclave within the General empire, calculating percentages—with a pocket slide rule—on targets of opportunity that floated by.

One such target was the Don Lee network, a big West Coast chain (also a 20% owner of Mutual) which came up for auction when its owner died. O'Neil bid it in for the low price of $12.3 million. Soon he bought WOR, a big New York-New Jersey station which owned another 20% of Mutual. This gave General Tire working control of the system, and Tom became Mutual's chairman of the board and soon its president. Meantime he was adding TV stations and independent radio stations to his portfolio. While some in the radio-TV business were still trying to catch his name, he had made himself a leader in the industry—all of this done, naturally, under the benevolent but eagle eye of W. O.

However, Tom had good reasons to be dissatisfied. The big future lay in TV, and his five TV stations were assorted in size and widely spread: in New York, Boston, Memphis, Los Angeles and West Palm Beach. They could not be melded together into a network, for the cable charges would be too high. Yet they had somehow to compete with NBC, Columbia and ABC stations which carried ever-bigger and ever-more-expensive shows. Tom O'Neil and his staff came up with an answer so obvious, yet involving such a

CONTINUED



ONE-MAN SUBMARINE is a by-product of the O'Neils' Aerojet research. Only 8½ feet long, it is now being used by the Navy for reconnaissance work.



Dandruff on shoulders is excessive dandruff . . . a sign your scalp needs care

DANDRUFF

Why it may be "the beginning of baldness"...

We don't claim miracles. We can't *prevent* baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff *does* frequently lead to baldness.



1st STAGE: Spores of Malassez

Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea.* Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum Ovale.* In most men who have it, seborrhea progresses through three stages:

1. Dry white scales flake off your scalp, drop to your shoulders.

2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.

3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often *baldness.*

A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care.* Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



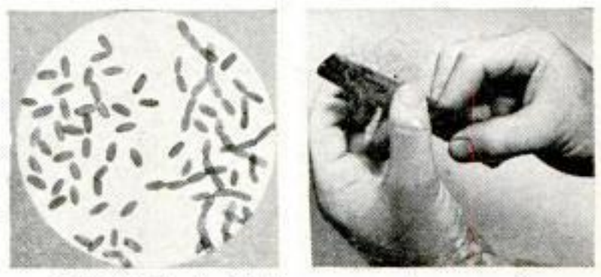
2nd STAGE: Bacilli shown may be present

TODAY, get a bottle of Kreml Hair Tonic. And make sure you have a good shampoo on hand. **TONIGHT,** start the Kreml Method of treatment. Shake Kreml Hair Tonic *generously* on to your head. Massage your scalp vigorously.

Next, apply shampoo. Work up a thick lather—*without putting any water on your head.* Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—comb hair in place. Kreml Hair Tonic contains *just enough* oil to hold your hair the way you like it. There's no greasy, plastered-down appearance.

Improvement in condition of hair and scalp should come quickly. In more



3rd STAGE: Bacilli shown may be present. Hair growth may be affected

stubborn cases, repeat the Kreml-and-shampoo treatment again.

Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But Kreml Hair Tonic *does* inhibit the growth of bacilli and of the Spores of Malassez. And Kreml *has* helped thousands of men. Letters tell us so!

Money-back offer. Try the Kreml Method faithfully. If you are not entirely satisfied, mail Kreml label to J. B. Williams Company, Glastonbury, Conn.—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. See how quickly Kreml makes your head *feel* better and *look* better!

KREML HAIR TONIC

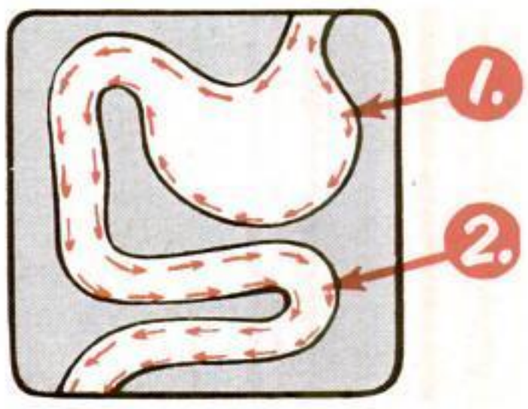
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Stomach UPSET?

Indigestion? Nausea? Diarrhea?

Hospital Tests prove Pepto-Bismol works where Soda and Alkalizers fail!



Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

Pepto-Bismol also helps calm distress in the intestinal tract . . . where soda and alkalizers never help!



Pepto-Bismol's special medicinal formula soothes *both* the irritated stomach *and* intestinal walls with a gentle coating action. It helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea —without constipating. No wonder Pepto-Bismol is America's leading family remedy for upset stomach!

P.S. MOTHERS! **Pepto-Bismol is effective, mild, safe for children, too. They love its wonderful flavor!**

Take Hospital Tested

Pepto-Bismol®

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

...and feel good again!

A NORWICH PRODUCT

considerable investment, that competitors found it hard to believe. The answer: movies.

TV's traditionally bad movies had become a bad joke. The reason they were bad, of course, was that the major Hollywood studios had refused to sell any good pictures to this dangerous competitor. O'Neil determined to break through this film barrier one way or another. Once he got his hands on some good movies for TV, he would play each at a regular curtain time for a full week and pay for them by splicing in a number of short "spot" advertisements.

His opportunity came when the Bank of America, which finances many movies, agreed to lease a block of 30 films which had not returned their production costs and on which it had had to foreclose. Most of them actually were not very good, but they were far above the TV level and all had big stars and good possibilities for "exploitation"—such as *Arch of Triumph*, *One Touch of Venus* and *Miracle of the Bells*. General Teleradio leased the lot of them for four years for $1,350,000 and put them on WOR, New York, on a program titled *Million Dollar Movie*. Shortly the show had a "Telepulse" cumulative rating of better than 80%, meaning that share of all the TV sets in New York were tuned in on it at some point each week, bypassing some of the biggest shows on the networks. On *Channel 9 Theater* on KHJ, the Los Angeles station, the program had a rating of 60%.

But then, of course, came the agonizing problem of how to keep the bonanza going once the Bank of America films had been played out. Tom O'Neil began the search for new supplies. Like everyone else looking for a backlog of pictures, he thought of RKO. This once-great studio, with hundreds of old "million dollar productions" cached away in its vaults, was owned by Howard Hughes, a very rich and very peculiar man who had neglected it, nearly deactivated it and now wanted to sell it. But O'Neil learned, as others had before, that Hughes would not sell the film library or any part of it separately. The deal would have to be a package: studios, distribution organization and all. This implied going into either the real estate business or the movie production business, and all O'Neil wanted was some films for his program, so he looked elsewhere.

For a while, during last spring, it seemed that M-G-M would break the united front of the big studios by renting a block of its films to him. Then M-G-M backed off. No other studio would do business. Perforce, Tom O'Neil's thoughts wandered back to RKO. Was it really such a bad idea to get into the movie producing business?

Figuring out a $9 million profit

THE O'Neils examined the problem en masse. Staff studies were made of the movie business, of the potential TV values of the RKO library, of the potential exhibition values of films that RKO had finished but not yet released to theaters. The figures worked out—at a purchase price of $25 million, the figure Hughes would accept, there would be a hypothetical profit of $9 million.

Hughes sent an airplane to carry Tom O'Neil to California, and after three days and nights of haggling over details the sale was completed. Then, in a move characteristic of the times, Hughes, O'Neil and their lawyers took off for Las Vegas to sign the agreement, to enjoy the benefit of the more lenient Nevada tax laws.

Thus at last, after many a convolution, Michael O'Neil's ball of twine had stretched to Hollywood. It is pertinent now to examine the possible results. Have the Flying O'Neils, the acrobats of the business world, calculated their new novelty correctly or will they fall into the net?

The first and guaranteed result will be that the public will have the opportunity, for better or worse, to see many more "million dollar movies." According to an estimate prepared before the purchase, the RKO library contains 599 features "suitable for television release." Of these, 180 are of "superior quality," such as *The Informer* and the Astaire-Rogers series of pleasant memory. The wholesale value of this library was estimated at more than $15 million. The retail value, the amount that General Teleradio can get from sponsors and from renting the films to other TV stations, is anybody's guess. Conceivably, if the returns are comparable to those from the Bank of America movies, it could be twice the wholesale value. Deduct sales expenses and other charges, add the value of 3,500 short subjects which were ignored in the calculations, and Tom O'Neil seems almost bound to turn a profit on this part of the purchase.

A second, quite likely result will be that the other major studios will begin to release their own film libraries to TV. It has been a Hollywood aphorism for years now that, "Once somebody pulls the plug on one major, they'll all cave in." Like other aphorisms

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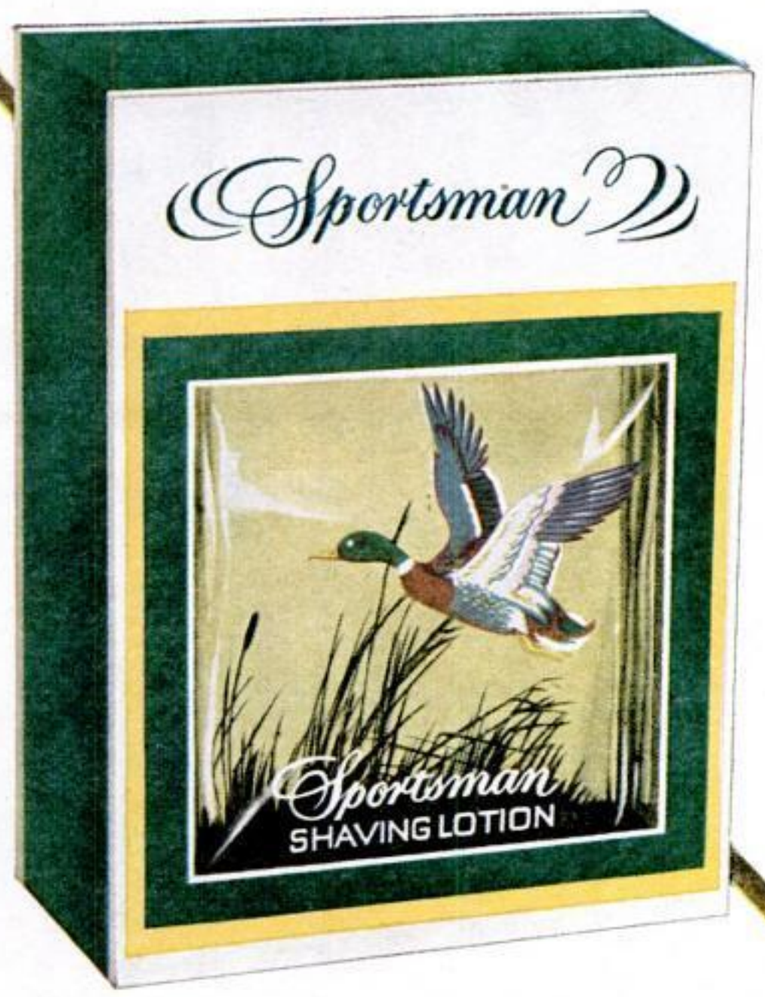


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Sportsman is just about man's best friend! It's got everything—an incomparable, clean-as-a-whistle fragrance...a true luxurious look to its handsome, deep-dimensional packages ...and quality you can count on! It's the very *essence* of good grooming.
So whether you're buying for yourself or for others—you're definitely on the right scent with Sportsman!



SHAVING LOTION or COLOGNE FOR MEN, 4 oz. $1.00



SHAVING LOTION and COLOGNE FOR MEN,
8 oz. each, $3.75 set
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SHAVING LOTION, 4 oz., BRUSHLESS or LATHER SHAVE CREAM, 4.5 oz., and TALCUM, 3 oz., $2.50 set



SHAVING LOTION, 4 oz. and PRESSURIZED SHAVE CREAM, 6 oz., $2.00 set

You will find many other colorful Sportsman Gift Sets and individual Sportsman Grooming Essentials at your favorite store.

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FINEST...

A luxury gift for everyone!



"So sensibly priced, too," says ART LINKLETTER, star of the "People Are Funny" TV and radio program.

THE JEWELRY STYLED

PAPER-MATE (TRADEMARK) *Capri*

This luxury model of the world's most approved pen makes a handsome, lasting gift that's sure to please everyone on your list.

Choice of jewelry-styled chrome or chrome top and lifetime Tenite barrel (at far right). Every pen packaged in the *handsome gift box* you see in Art Linkletter's hand. With free gift card—only $2.95.

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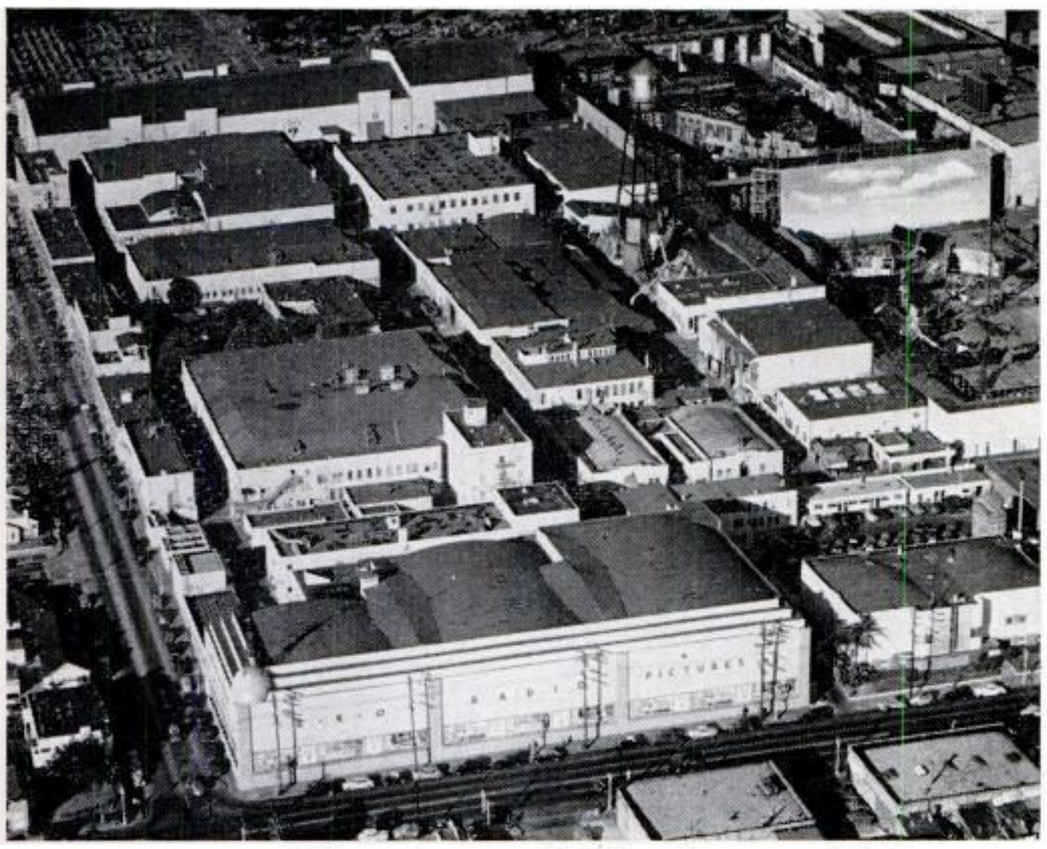


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THEY MEAN GENUINE PAPER-MATE QUALITY.

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AVAILABLE EVERYWHERE, 49¢.

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RKO STUDIOS in Hollywood were included in the recent O'Neil purchase only because owner Howard Hughes would not sell his film library by itself.

THE O'NEILS CONTINUED

this one is not necessarily true, but logic favors it, for the film libraries are valuable only so long as there is a scarcity of good feature pictures for TV use. Already, RKO's 180 "superior quality" films have relieved the scarcity and the other libraries are worth less now than before. Since the RKO purchase, all the major studios have issued reassurance that they will not sell to TV, but the prevailing feeling in the industry is that it is only a matter of time, perhaps a very short time, before one or another will weaken. Naturally, Tom O'Neil hopes that this will not happen for a while yet, until he can get the full value from his investment.



RKO'S OWNER Howard Hughes made $25 million package deal with O'Neils.

At any rate, the prospects are for plenty of "superior quality" movies on TV during the next years to come. But if this is so, what will happen to the movie theaters? If enough "good" old movies come to TV, will it finally become economically impossible to produce "good" new ones because the paying audience stays at home? And, if that happens, what will happen to the studios, including RKO? Tom O'Neil has $5 million tied up in studio property and distribution facilities (the other $5 million of the $25 million purchase price represents two unreleased features, *Jet Pilot* and *The Conqueror*) and is in the unusual position of wearing two hats while carrying water on both shoulders and remembering to let his left hand know what his right hand is doing.

The near future would seem to point to no great difficulties. Hollywood has come a long way from the desperate interval of 1950–1953, when the first impact of TV had ruined the box office and a common ambition was not how to break into the movies, but how to keep from going broke in them. The well-promoted novelty of the wide screen helped bring audiences back, and the frightened industry, grasping at the equally novel idea of trying to make good adult entertainment, managed to produce enough really good movies to hold them.

Today the industry is smaller but healthier. The "B" pictures and their cheap-jack producers are gone, absorbed into TV serials; the audiences have leveled off from a wartime peak of 110 million admissions a week to about 50 million; production itself is down from about 500 routine movies a year to about half that number of "hand-tooled" ones. But higher film rental rates on these (reflected in higher admission prices), the revival of the foreign market, and economies in studio operations have resulted in heavy profits. Plainly, for now at least, there is a rich theatrical market for new movies.

Under Hughes, RKO was stripped of creative personnel. After rebuilding a staff, the O'Neils will start turning out movies, but it takes, an old Hollywood saying goes, as long to make a movie as it

CONTINUED

Happy Wife!
Smart Husband!



There's No Gift Quite Like a

Replacement or Refund of Money
Guaranteed by Good Housekeeping
If Not As Advertised Therein

DISHMASTER

There's one wonderful way to please your wife this Christmas —and for years to come. Give her a Deluxe Dishmaster.

More than half a million women can testify to Dishmaster's time-saving and work-saving features—elimination of dishpans and dish cloth—instantaneous, push-button control of aerated suds or clear, hot water—washing and rinsing in one easy, continuous operation—even glassware that dries bright and spotless without wiping.

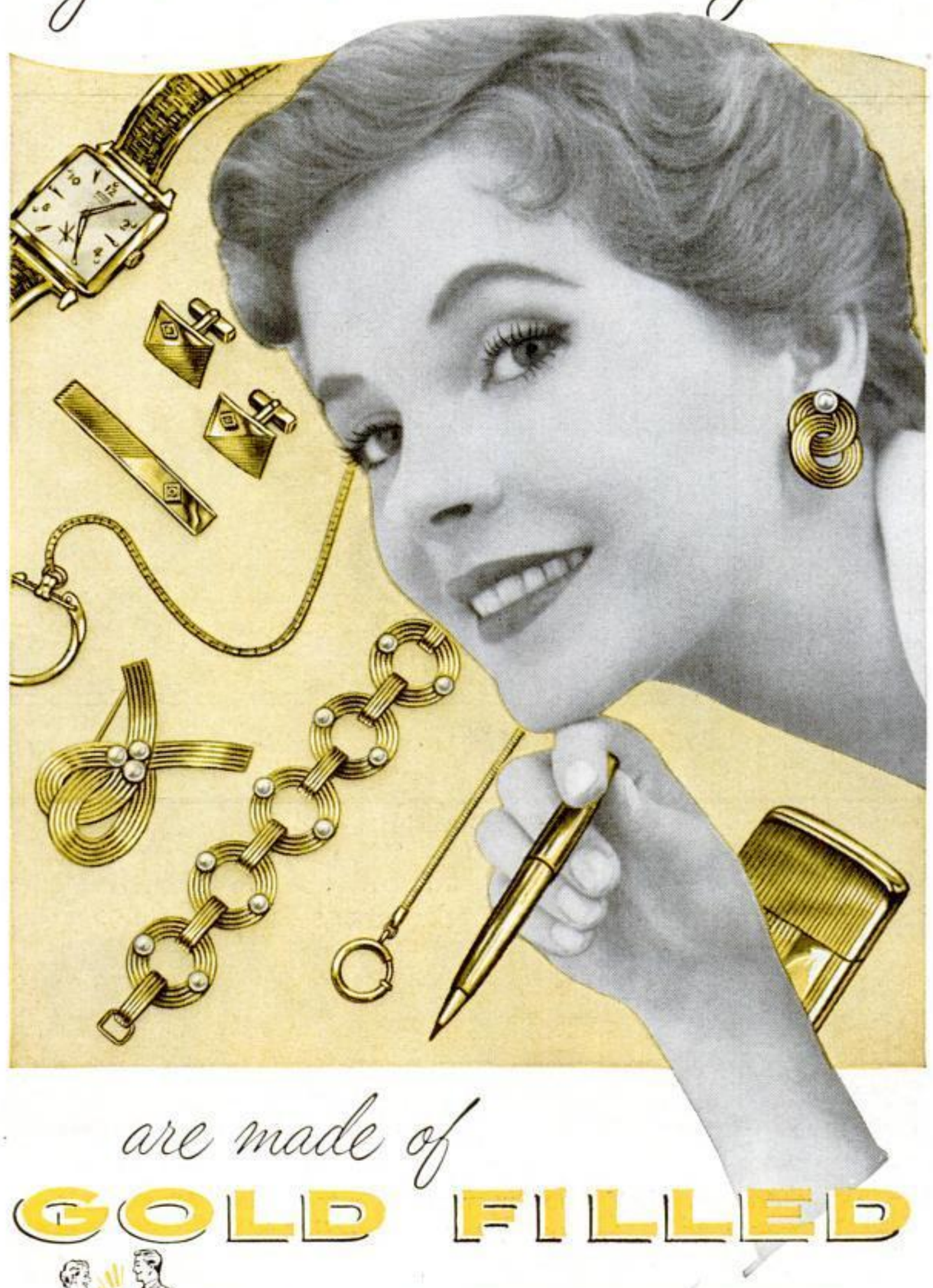
An attractive and compact complete faucet assembly unit, Dishmaster is a thing of beauty as well as utility. Why not visit your Hardware, Plumbing or Appliance dealer soon and reserve one for your Wife's Christmas!

DISHMASTER CORPORATION Main Office: 342 Rockwell Avenue, Pontiac, Michigan
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Gifts
you'll be Proud to Give...



are made of
GOLD FILLED

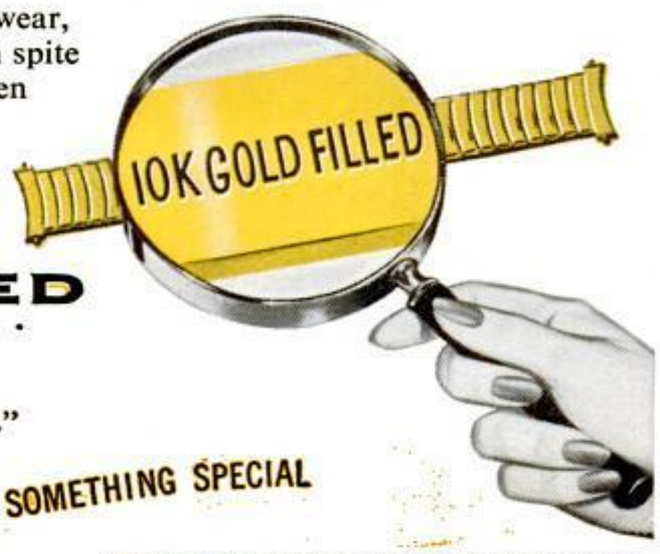


The gift is opened . . . gleaming gold softly reflects warm lights . . . and you stand by, happy and proud. Proud because you decided to make it a gift made of Gold Filled . . . proud because you know its rich lustre will last and last . . . proud because your gift is just a bit finer than was really expected.

Any gift made of Gold Filled is made of a finer, more valuable, more lasting material . . . real karat gold bonded everlastingly to a supporting metal.

Only real Gold Filled may bear the government regulated Gold Filled mark. It shows *everyone* the true karat gold content by actual weight.

Gold Filled products resist wear, corrosion and denting, and — in spite of their greater *true* value — often cost little more than gold "washes" or "electroplates".



Look for the
GOLD FILLED
MARK

This government mark may read
10, 12 or 14 Karat Gold Filled or "G.F."

IF IT'S JEWELRY . . . IT'S SOMETHING SPECIAL

GOLD FILLED MANUFACTURERS ASSOCIATION, INC., ATTLEBORO, MASS.

takes for a baby, approximately nine months from the idea. It will be about two years, at this rate, before the studio can reach full production on its own, if it chooses to aim for that. Meanwhile, it is looking for independent producers, to whom it will furnish financing, studio facilities and distribution in turn for a share of the profits. The first one it landed was a whale: David O. Selznick, producer of *Gone With the Wind* and other famous winners, who starts next month on a new version of *A Farewell to Arms.*

And so, another result will be more "good" movies in the theaters, as well as on the TV screen.

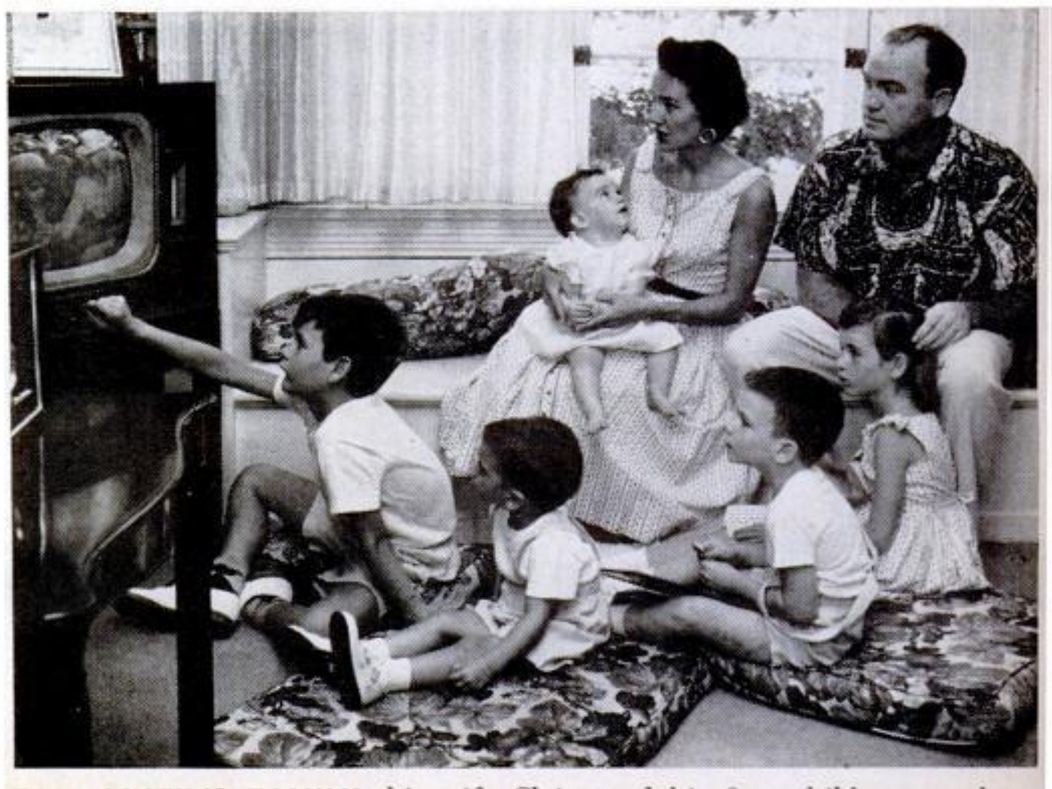
The most important result may well be to complete the marriage between the movies and TV. Already most of the TV serials and even some of the more important shows are filmed. Most of the independent lots in Hollywood are entirely occupied by TV film units. They turn out many more hours of filmed entertainment than do the major studios. It is TV, not the movies, that excites the talent agencies and is the big topic of conversation at the bars and swimming pools. Even the majors have taken the first tentative, perhaps irremediable step: all but Paramount and Universal International have gone in for TV production in a small way, and at 20th Century-Fox the great Zanuck himself has deigned to serve as adviser to the local TV unit. In spite of the big cutback in feature film production, Hollywood, as a film entertainment center, has never been so busy as it is today.

Thus the idea that the mediums are different and somehow incompatible is already a myth. But to blend them once and for all, so that each finds its natural and proportionate place in the entertainment business, may be the peculiar destiny of the tire salesman, Tom O'Neil. He is unencumbered by the fear, sentiment and inertia that affect the old-line movie executives in their attitude toward TV. Trained in television, he is now bound to respect and try to understand the older form too. So he comes on the scene with a fresh eye and a pragmatic spirit.

"Look," he explained recently, "the situation is fundamentally the same as it is in the rubber business. A rubber factory will turn out various kinds of tires, tubes, all sorts of rubber products, depending on what it can sell. RKO is just a factory, a film factory. TV films, features, industrial films, commercials, educational films, cartoons, it's all the same raw material, film, something happening on a screen. Sure, whatever it is it has to be good. You can't sell bum tires and stay in business either."

Probably there will always be feature films for theatrical showing, eventually on screens of 360°, if the present trend continues. O'Neil will make them as long as there is a profit in them. Pay-as-you-see TV may make it possible to produce million-dollar-type features for TV alone. If so, O'Neil intends to produce them. Cable charges for "live" network shows on TV are very high. Might it not be much cheaper and thus more profitable to put most shows on film, airmailing the prints to the stations for release at the most convenient local air time? And might this idea, with RKO supplying the films, work into a whole new national "network" that could grow from General Teleradio's present stations?

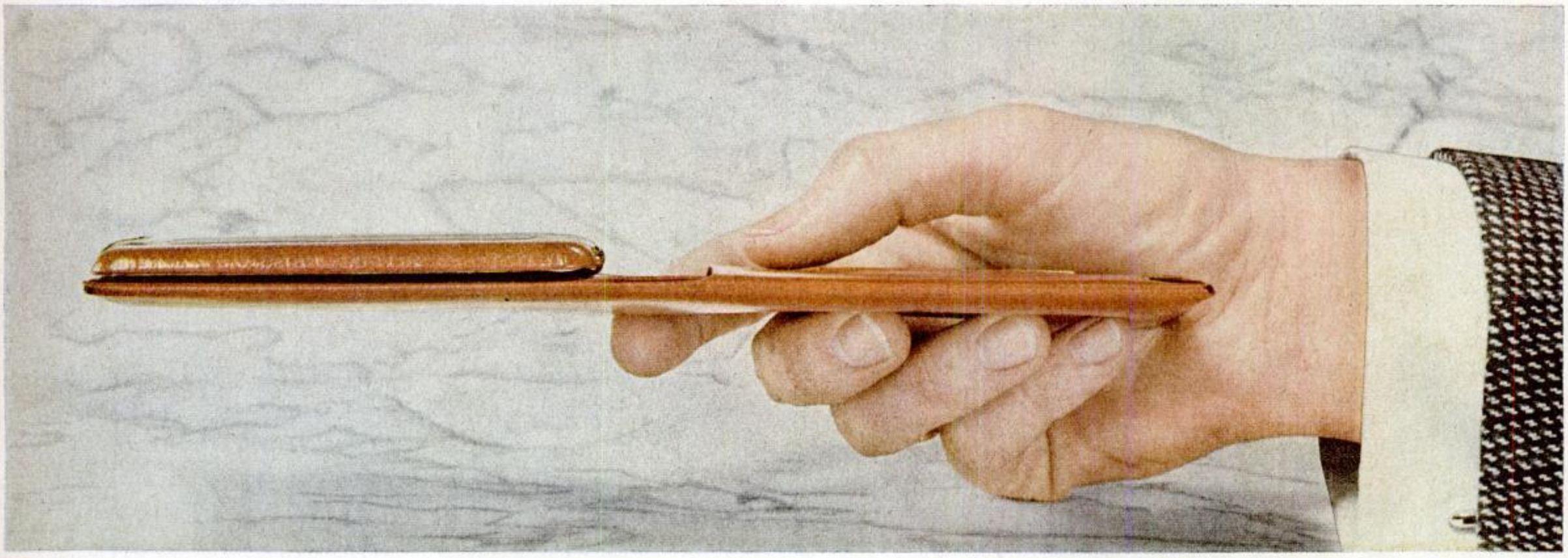
Tom O'Neil's eyes flare with excitement and he says, "Look, here's the point, you see—it's wide open. *Wide open!*" And old W. O., with a whole new industry to move around in, nods and says with relish, "You're damned right."



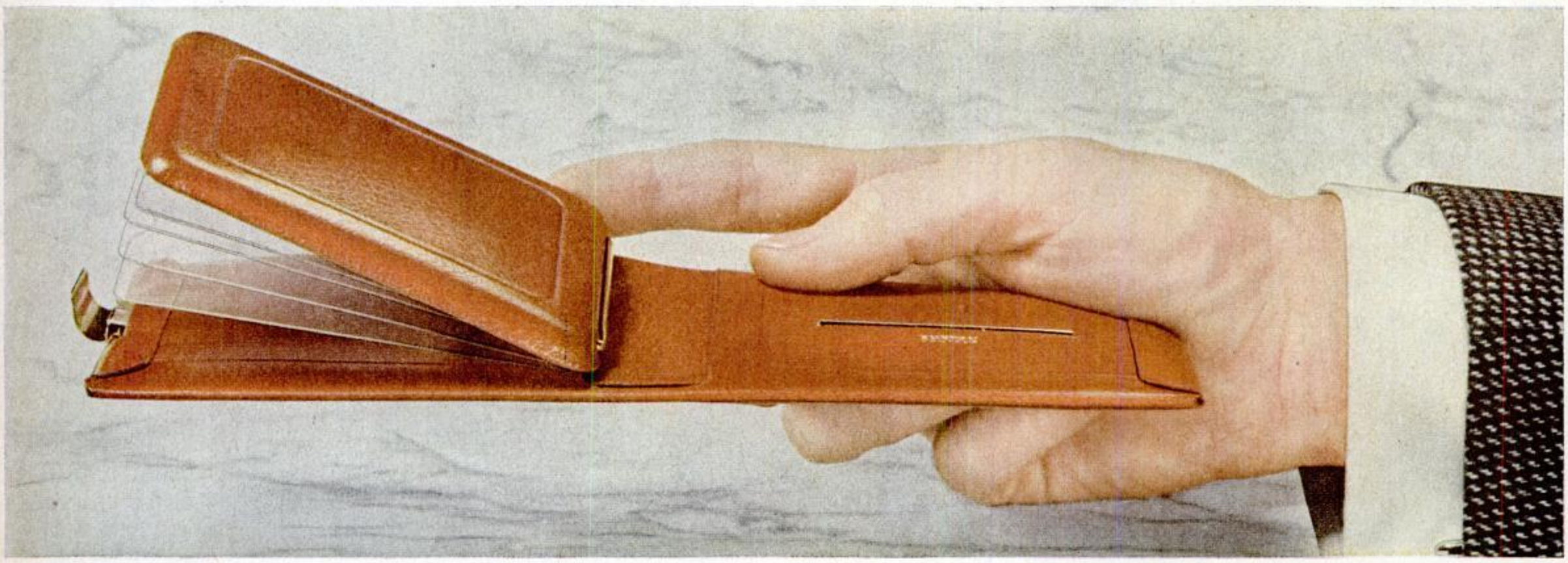
TOM O'NEIL'S FAMILY, his wife Claire and his five children watch an O'Neil television station in the living room of their Greenwich, Conn. home.

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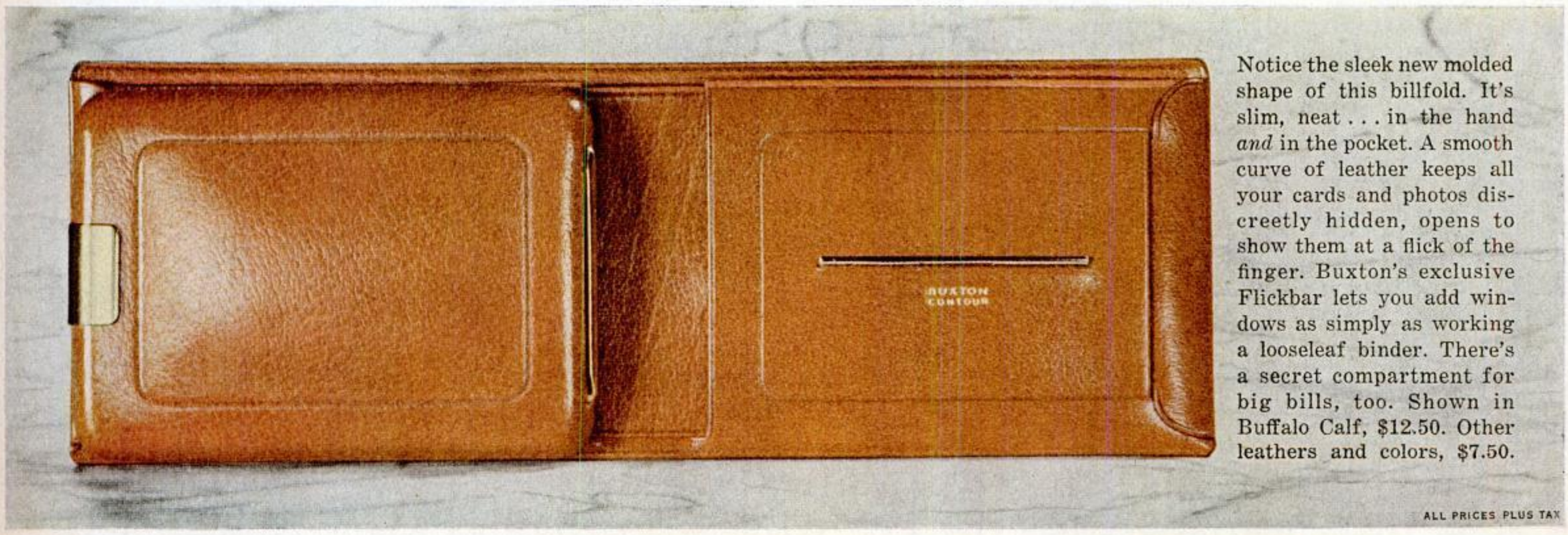
BUXTON, INC., SPRINGFIELD, MASS. ©1955



New billfold design has no bulge...no bulk...



yet it gives you all the windows you need!



Notice the sleek new molded shape of this billfold. It's slim, neat . . . in the hand *and* in the pocket. A smooth curve of leather keeps all your cards and photos discreetly hidden, opens to show them at a flick of the finger. Buxton's exclusive Flickbar lets you add windows as simply as working a looseleaf binder. There's a secret compartment for big bills, too. Shown in Buffalo Calf, $12.50. Other leathers and colors, $7.50.

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best for your money

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DRIVE A DESOTO BEFORE YOU DECIDE!



Upper left, De Soto Fireflite 4-door sedan; *lower left*, De Soto Firedome 4-door sedan;

Drive the glamorous '56 De Soto . . . smoothest-handling car you ever eased through traffic . . . safest, steadiest car you ever drove at super-highway speeds. New push-button drive selector . . . new and mighty V-8 engines (up to 255 hp)

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upper right, De Soto Fireflite Sportsman; *lower right*, De Soto Fireflite Convertible.

De Soto Division, Chrysler Corporation

with sizzling "high torque take-off"...new super-highway brakes...luxurious interiors, 85 color combinations . . . smart forward look! For a thrilling experience drive the

1956 DE SOTO . . . designed for the super-highway age!

DE SOTO dealers present **GROUCHO MARX** in "YOU BET YOUR LIFE" on NBC RADIO and TV

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This famous recipe calls for shortening you *pour*



Wesson® Oil



Wesson fruitcake cuts thin without crumbling—stays moist

It's a proud moment when you can offer family and friends delectable fruitcake of your very own making. Generations have enjoyed this treasured Wesson recipe. It's a dark, moist cake—made easily because you use Wesson Oil—*liquid* shortening. Wesson *pours* to measure instantly and *stirs* in. There's no digging out shortening, no creaming.

Wesson fruitcake cuts into thin, dainty slices the way fruitcake tastes best. It keeps fresh and moist, so you can make it weeks in advance of serving or sending as gifts. Every bite of the cake is filled with fruits and spices and nuts. And it's the matchless delicacy of Wesson that brings out every luscious bit of flavor. Indeed, delicate Wesson Oil is so useful in *all* baking and frying—many smart women now buy it in the thrifty gallon size.

WESSON FRUITCAKE

1 cup Wesson Oil
1½ cups brown sugar (packed in cup)
4 eggs
2 cups *sifted* all-purpose flour, such as Gold Medal
***1 teaspoon baking powder**
***2 teaspoons salt**
2 teaspoons cinnamon
2 teaspoons allspice
1 teaspoon cloves
***1 cup pineapple, apple or orange juice**
1 cup more *sifted* flour
1 cup thinly sliced citron
1 cup chopped candied pineapple
1½ cups whole candied cherries
1 cup seeded raisins
1 cup chopped figs
3 cups coarsely chopped nuts

Heat oven to 275° (very slow). Combine Wesson Oil, sugar and eggs; beat vigorously with spoon or electric mixer for 2 minutes. Sift 2 cups of the flour with the baking powder, salt and spices. Stir into the oil mixture alternately with the fruit juice. Mix the other cup of flour with the fruits and nuts. Pour batter over the fruit, mixing thoroughly. Turn into two 8½ x 4½ x 2½-inch loaf pans greased and lined with brown paper. Place a pan of water on lower oven rack. Bake cakes 2½ to 3 hours. After baking, let cakes stand 15 minutes before removing from pans. Cool thoroughly on racks without removing paper. When cool, remove paper. If desired, cakes can be wrapped in cloth dampened with brandy or wine. Wrap in aluminum foil, store to ripen. For a fancy touch, glaze cakes. An hour or two before slicing, chill cake in the refrigerator.

**When using Gold Medal Self-Rising Flour: (1) Omit baking powder and salt; (2) have fruit juice boiling hot when adding; (3) do not add eggs until the mixture has cooled to lukewarm (about ½ hour).*

Cupcakes: Batter may also be poured into 24 paper baking cups set in medium size muffin pans and baked for 1 hour at 275° (very slow).

Glaze: Combine *2 tablespoons brown sugar, 1 tablespoon corn syrup* and *2 tablespoons water* in saucepan; bring to boil and boil 2 minutes. Brush over tops of cakes. Decorate with candied fruit or marzipan.



Delicate salad oil makes the *finest* shortening—Wesson Oil

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Alice in Dixieland

A LOUISIANA GIRL HAS A FANCY-DRESS DEBUT

Dressed as Alice in Wonderland, a pretty 20-year-old debutante stood nervously on the ballroom floor of the Valencia Club in New Orleans and gave last-minute instructions to Papa Celestin's Dixieland band. The occasion was the debut party of Nancy Weaks Trousdale of Monroe, La. In tradition-steeped New Orleans such parties are usually formal affairs, but Nancy decided on something different. "I want people to have fun," she said and invited all the guests to come in fancy costume. She herself chose to be Alice (*left*). The dress and the Dixieland music made Nancy's party the liveliest debut New Orleans has seen in years.

CONTINUED

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WITH MAD HATTER, Nancy, minus her blond Alice in Wonderland wig, talked madly about hats.



DANCING NANCY, having dutifully remained in the receiving line, left when jazz proved irresistible.



DEUCE OF SPADES, Lynn Macmurdo, put on poker face to greet Black Sambo and other friends.

LITTLE BOPEEP, Gail Hodges (*top right*), came in leading a live lamb, while Suzanne Duvall (*on floor*), Wilder Breckenridge, Mrs. W. H. Summerville, Nancy and Jane Bruce gathered around her. →

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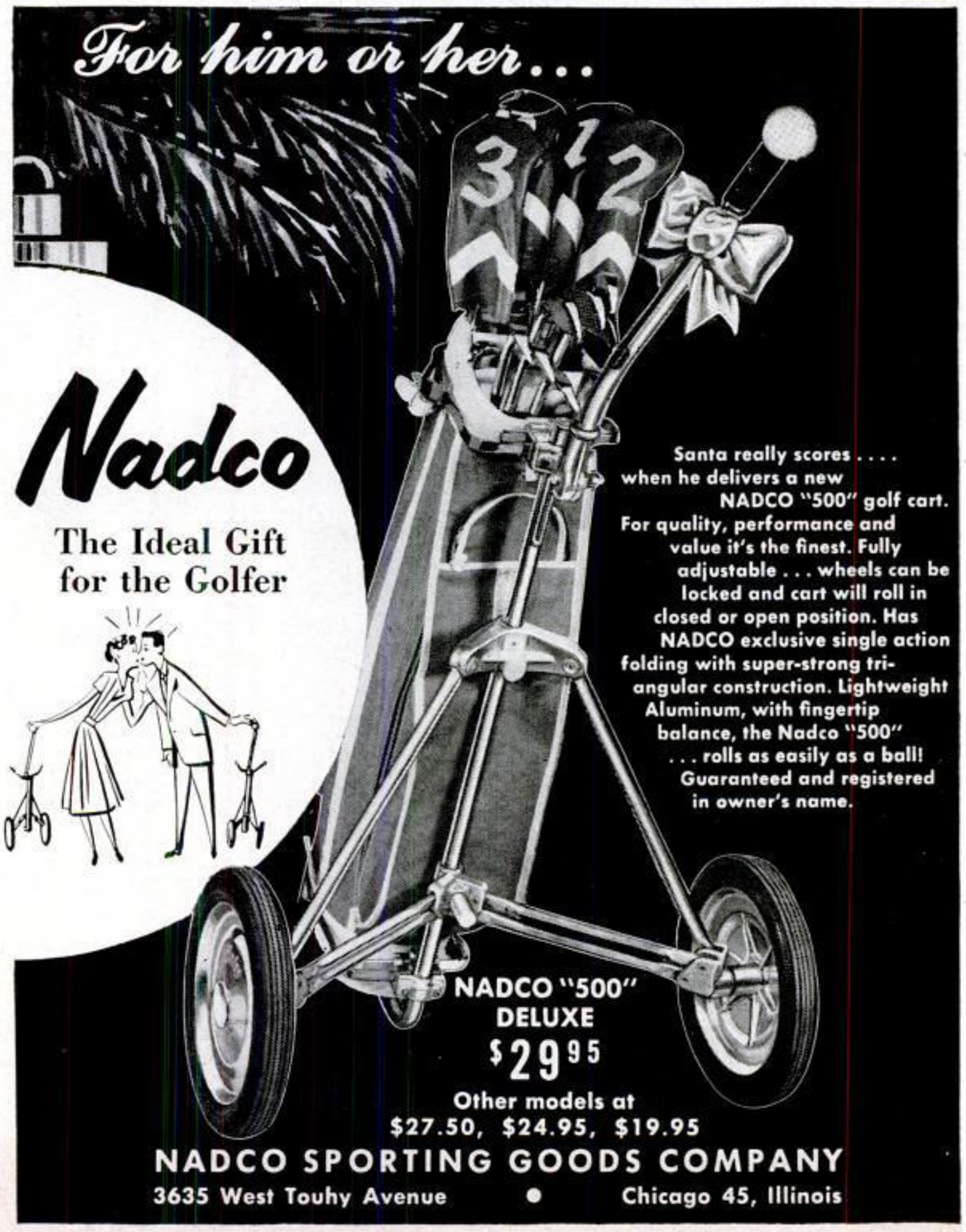
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TOOTHY TERPSICHORE

In the cafes of Greece a man full of emotion sometimes expresses his feelings by doing the *zebekiko*, a dance full of swoops and swirls and performed to the music of a string orchestra. Most of the performers do it just as a plain solo dance. But Eleftherios Policandriotis, a squid fisherman of the island of Mikonos, has his own special version of the *zebekiko*. After swooping a few times, he picks up a fully set table in his teeth and proceeds to swirl for five or 10 minutes, never dropping a plate or toppling a beer bottle. Then he gives the orchestra a small tip and, smiling happily, leaves.

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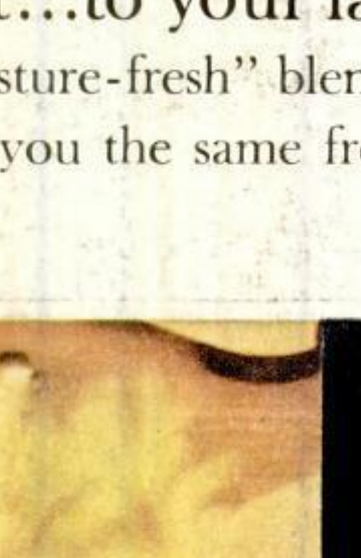
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